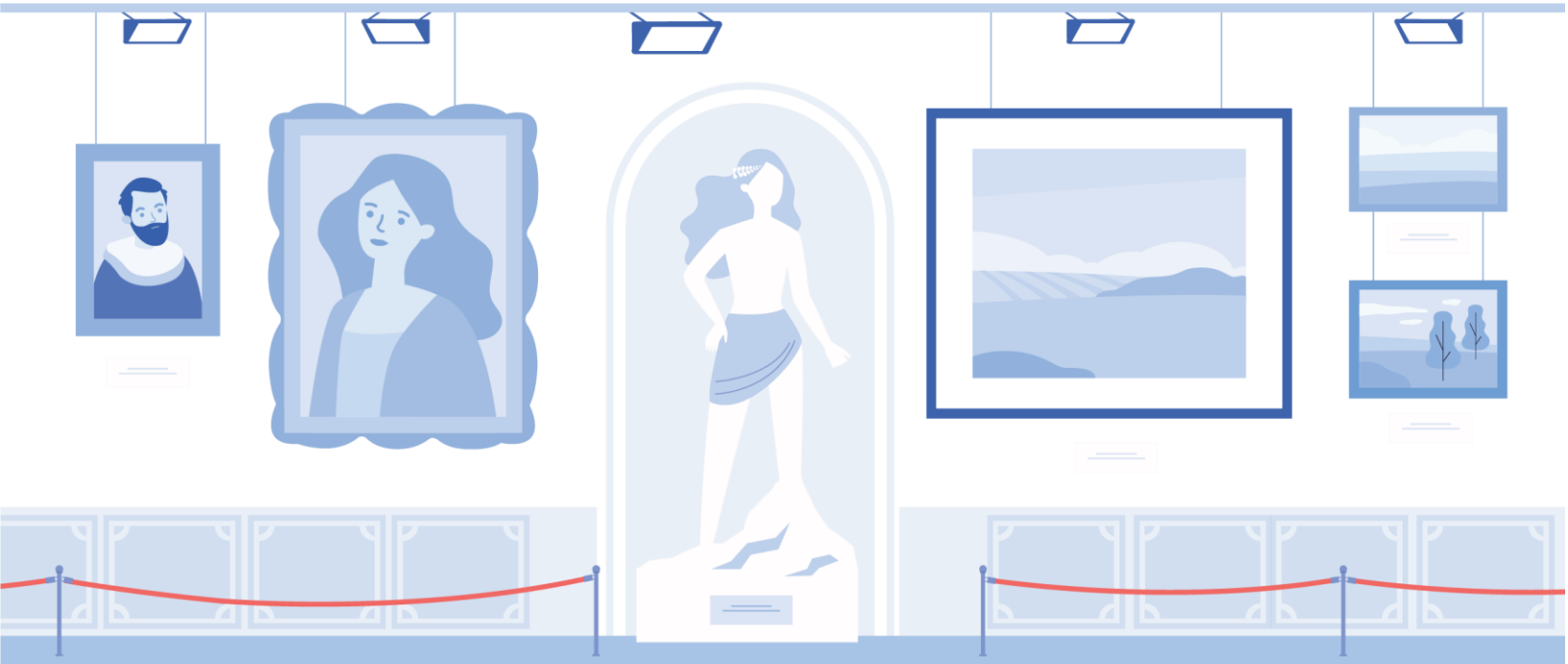
SIMIACCI

Deliverable 13.1

Dissemination, Communication and Exploitation Plan



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Nature of the deliverable		
R	Document, report	X
DEM	Demonstrator, pilot, prototype	
DMP	Data Management Plan	
OTHER	Software, technical diagram, etc	

Dissemination level		
PU	Public (*fully open*)	X
SEN	Sensitive (*limited under the conditions of the Grant Agreement*)	
EU CI	EU Classified (*eu-restricted, eu-confidential, eu-secret under Decision 2015/444*)	

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Project's summary

Climate transition is imposed to all sectors of the EU economy, including CCI, especially through more efficient use of resources.

Amongst CCIs, Galleries, Libraries, Archives and Museums (GLAMs) require large quantities of energy for controlling Volatile Organic Compounds (VOCs), Nitrogen Oxides (NOx), Hydrogen Sulfide (H2S) and humidity for cultural heritage (CH) artifacts conservation due to the absence of smart and efficient Indoor Air Quality (IAQ) control technologies.

SIMIACCI improves traditional IAQ solutions, such as CH storage/showcases conditioning, heating ventilation, and air conditioning (HVAC), by developing a portfolio of innovative solutions reducing related energy demand by 30-50%) and extent CH conservation time. SIMIACCI will demonstrate:

i) Metal Organic Framework (MOFs) adsorbents to efficiently capture noxious VOCs,
ii) MOFs to mitigate NOx in real scenarios,
iii) MOFs to capture H2S,
iv) Predictive modelling to forecast contaminants concentrations evolution coupled with monitoring sensors and conservation/maintenance recommendations,
v) Modular designs that fulfil the technical and environmental requirements of controlling IAQ,
vi) New business models for the solutions portfolio that integrate the developed pillars, supported by market analysis and economic, environmental and social sustainability analysis.

By demonstrating first-of-a-kind energy- and resource-efficient solutions for strict IAQ management, CCI will inspire climate transition of 5 new sectors where transferability potential will be assessed and disseminated, including through the creation of the SIMIACCI label. Dedicated exhibitions, reaching 30,000 visitors, will consolidate GLAMs leadership for climate transition.

SIMIACCI brings together world renowned academic materials and conservation scientists, deep tech SME's, big sized companies, and one association to develop 20 prototypes demonstrated in 6 GLAMs of different sizes in different contexts in Europe and beyond.

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Document's objective and executive summary

The aim of this structured Dissemination, Communication and Exploitation Plan (DCEP), which was drafted by EQY with the participation of all partners, esp. IST ID and REHVA as part of T13.1, is to define and present SIMIACCI's strategies and actions to effectively share project results with stakeholders, promote public awareness, and ensure the sustainable impact and utilization of SIMIACCI project outcomes across Europe.

This document therefore presents the goals of the project's DCE activities, the target groups (TG) for communication, dissemination and exploitation, the tailored key messages to be conveyed to each TG, the means and tools that will be used to reach them -i.e. activities that will explain and encourage visibility, recognition, use and uptake of SIMIACCI results and activities among stakeholders-, as well as a detailed plan of the DCE activities for this first period. It also identifies in section 6 potential barriers that could negatively affect these activities and sets out a strategy to overcome them. Specific attention is paid to covering all TG through specific appropriate activities, carefully considering GLAMs opinion gathered in T4.1.

D13.1 is the first issue of this DCEP, which will be reviewed and updated at M28 (D14.1) and M46 (D15.2), based on achievements and impact monitoring, ensuring the cost-effectiveness of activities. New actions and events will be added, based on progress, opportunities, resources, and likely impact. Therefore, each updated version of the DCE plan will include an updated schedule of the activities planned for the period ahead. Moreover, the second and following releases of the DCEP will include a detailed stakeholder mapping in line with the PR identification (T12.4).

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List of abbreviations

DCE - Dissemination, Communication and Exploitation

PR – Project results

KPI – Key performance indicators

TG - Target group

WP – Work Package

T – Task

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1. Introduction

1.1 Context and objectives

The aim of this deliverable is to present the SIMIACCI Dissemination, Communication and Exploitation (DCE) plan. This includes defining the project DCE goals, relevant target audiences and stakeholders, main messages to be conveyed to each TG, and the mitigation measures corresponding to the identified potential barriers to the implementation of this strategy, as well as planning the activities for the first period. Therefore, this strategy is key to ensure a wide visibility and impact of SIMIACCI, i.e. that the project activities and results reach the greatest possible relevant audience. As beneficiary of Horizon Europe funding, SIMIACCI consortium will promote the action and its results by providing targeted information to multiple audiences in a strategic, coherent and effective manner (GA, article 17.1). This will be achieved through communication, dissemination and exploitation, of which definitions are provided below following the guidance of the European Commission.[1] [2]

This deliverable 13.1 is the first version of SIMIACCI's DCE Plan, which will be assessed and updated regularly throughout the project under the lead of EQY as part of WP13-15 (D14.1 at M28, D15.2 at M46).

1.2 Definitions

Communication: involves making the project, its activities and its results visible to a non-technical but targeted audience, such as citizens, stakeholders and the media. The content of communication activities is tailored to these non-specialist target groups to ensure that they understand the project's objectives and measures without having to understand all the technical details. This is done from the beginning to the end of the action.

Dissemination: means spreading research results with those most likely to use them, (e.g., the scientific community, industry, commercial players, civil society and political decision-makers, etc.). This is done as soon as the project results are available and beyond.

Exploitation: the exploitable results of the project are concretely used to develop, create and market or improve a product, process or service, or to develop a policy that could have a positive impact on the public's quality of life. This happens towards the end of the action and beyond.

[1] European Commission (2023), Dissemination and exploitation, URL.
[2] European Commission (2023), Communication, dissemination & exploitation - what is the difference and why they all matter, URL.

1.3 Implementation of the activities

These activities will be implemented as part of Work Packages (WPs) 13 to 15, which aim to ensure the effective and efficient management of DCE activities throughout the project. Due to its extensive expertise in EU-funded projects, EQY will lead and coordinate these WPs.

All partners will be involved to ensure proper uptake and maximisation of exploitation potential. Strong partner mobilisation is crucial for these DCE activities to ensure the reliable and efficient transfer of the SIMIACI PR to its target groups.

Finally, all partners are asked to read the document entitled "SIMIACCI_C&D obligations and guidelines for partners.docx", presented in annex of this DEC Plan, and available on the project SharePoint under SIMIACCI PROJECT - Documents\WP13-15 - Communication\All resources for the partners. Indeed, this document summarises all obligations under the GA and CA relating to the partners' C&D activities for SIMIACCI, as well as the guidelines to be followed for successful collaboration in this area.

2. Target groups and key messages

The following target groups have been identified for SIMIACCI DCE activities, along with the key messages that will be delivered to them.

Moreover, the following overall key message, figuring notably on the home page of the website and on all project promotional materials, has been selected:

"Empowering GLAMs to become the innovating leaders of indoor air quality management."

2.1 Galleries, Libraries, Archives and Museums (GLAMs) decision makers

GLAMS are the primary beneficiaries of SIMIACCI's innovations. They face direct challenges of maintaining strict indoor air quality (IAQ) standards while reducing energy consumption, especially as they face an increasing pressure to align with climate transition goals.
More specifically, GLAMs decision makers play a crucial role in the implementation of efficient HVAC systems and in impulsing the uptake of SIMIACCI solutions within GLAMs. Once convinced, they will have to investigate the techno economic feasibility and further engage local stakeholders.

The key messages for this TG1 will focus on the fact that SIMIACCI offers them innovative, energy-efficient solutions that not only reduce operational costs but also extend the lifespan of valuable artifacts. By uptaking these solutions, GLAMs can position themselves as pioneers in sustainable heritage management and benefit from increased visibility through pilot demonstrations and the SIMIACCI label. Also, the demonstrations that will take place in the project GLAMs will be a valuable argument to convince other GLAMs of the efficiency and viability of SIMIACCI solutions. Finally, the various dissemination materials towards end-users' capacity

building (see section 3.3) will be an additional argument to enhance GLAMs' acceptance of the technologies and convince them of the feasibility of the implementation of the project's solutions.

To date (M6), the following key stakeholders for this TG1 have been identified: ICOM, International Institute for Conservation of Historic and Artistic work regional groups, International Council of Archives, FALKE - Research Alliance Cultural Heritage, Plattform Konservierungswissenschaft, Museums for Future, Aktionsnetzwerk Nachhaltigkeit in Kultur und Medien, ICCROM, ARAAFU, Federation of European Art Galleries Association, IFLA, The Organisation of Danish Museums (ODM), Library of Congress audiovisual archive (their purchase and use decisions are extremely influential, esp. for USA, but also worldwide).

GLAMs opinions gathered in T4.1 survey relevant for SIMIACCI C&D activities

For SIMIACCI's communication and dissemination activities, the opinions gathered in the survey conducted towards GLAMs as part of T4.1 results highlight several key insights that should inform messaging and stakeholder engagement strategies.

First, there is a widespread lack of awareness and understanding among GLAM professionals regarding indoor air pollutants and their impact on cultural heritage, with 59% of respondents unable to identify the pollutants of concern in their institutions. This knowledge gap presents a clear opportunity for SIMIACCI to position itself as an educational and capacity-building initiative. Communication efforts should emphasize the relevance and urgency of IAQ management, particularly by showcasing how SIMIACCI's solutions directly address the most cited pollutants - organic acids, aldehydes, NOx, and H_2S.

Additionally, the fact that many institutions do not actively monitor air quality or have dedicated IAQ departments underscores the importance of promoting SIMIACCI's low-cost, passive, and modular technologies as accessible and scalable innovations.

Dissemination should also highlight the project's alignment with emerging trends in climate control, such as the relaxation of RH/T standards, which 30% of respondents are beginning to adopt.

Finally, the limited use of adsorbents and air purification systems, especially outside of museums, suggests a need to tailor outreach and demonstrations to libraries, archives, and smaller institutions, reinforcing the adaptability and transferability of SIMIACCI's solutions across diverse GLAM contexts.

2.2 GLAMs maintenance operators

Following the same logic as TG1, GLAMs' maintenance operators are TG2 for SIMIACCI DCE activities. Indeed, the professionals responsible for caring for and conserving cultural heritage are the concrete users of SIMIACCI technologies, playing a vital role in ensuring the implementation, functioning and efficiency of SIMIACCI solutions within GLAMs.

The key messages for TG2 will focus on the following aspects: SIMIACCI provides them with advanced tools, such as MOF-based adsorbents and predictive modelling systems, to enhance their ability to proactively monitor and manage IAQ. These solutions are designed to integrate seamlessly into existing workflows, offering practical benefits such as reduced maintenance needs, improved artefact protection and data-driven decision-making for conservation strategies. As with TG1, demonstrations taking place at GLAM partners and various dissemination materials aimed at end users of the technologies – notably the end-user manual (see section 3.3) - will be valuable in facilitating the uptake of solutions by TG2.

To date (M6), the following key stakeholders for this TG2 have been identified: Veolia, VINCI.

2.3 Cities and municipalities and other public and private bodies in charge of cultural and climate affairs

Cities and municipalities, along with other public and private bodies in charge of cultural and environmental matters, are key enablers of the climate transition at the local level. Indeed, these bodies are often responsible for managing public cultural institutions, allocating funding, and implementing sustainability strategies aligned with national and EU climate goals. Therefore, they can maximise synergies in defining and implementing climate-friendly policies at local scale. SIMIACCI offers them a unique opportunity to integrate innovative, energy-efficient indoor air quality (IAQ) solutions into their cultural infrastructure, demonstrating leadership in both heritage preservation and environmental responsibility.

The key messages for TG3 will focus on the following aspects: by adopting and promoting SIMIACCI technologies, these actors can reduce operational costs, enhance the resilience of cultural assets, and contribute to broader urban sustainability agendas. Furthermore, the project's modular and scalable solutions are well-suited for replication across diverse urban contexts, making them ideal for inclusion in local climate action plans and cultural development strategies.

To date (M6), the following key stakeholders for this TG3 have been identified: EUROCITIES, ICLEI, Climate Heritage Network, Brussels federation on IAQ, Europa Nostra, ADEME, The Agency for Culture and Palaces (DK).

2.4 Policy makers at the EU, national, and regional levels

This TG is key as policy makers in the climate transition of the cultural sector influence funding priorities, regulatory frameworks, and sustainability targets. Engaging them throughout the project will ensure that SIMIACCI's outcomes are aligned with broader EU climate and cultural heritage policies. Moreover, their support will be vital for scaling up the solutions and integrating them into public procurement and standards (e.g., incentives and rewards for GLAMs to pursue the SIMIACCI label, etc.).

The key messages tailored for this target group (TG4) will mainly be articulated around the following aspects: SIMIACCI demonstrates that it is possible to achieve significant energy savings - between 30% and 50% - while maintaining or even improving conservation standards, providing a concrete solution to significantly GLAMs' ecological footprint. The project provides evidence-based insights that can inform future regulations, funding programs, and sustainability frameworks. By supporting SIMIACCI, public authorities can promote innovation, contribute to the EU Green Deal objectives, and encourage the replication of successful models across other sectors.

To date (M6), the following key stakeholders for this TG4 have been identified: DG ENER, DG ENVI, DG CLIMA (REHVA contacts), EUBAC, ECOS (Environmental Coalition on Standards), EEB (European Environmental Bureau), EPEE (The European Partnership for Energy and the Environment), EHPA.

2.5 Advanced materials providers, HVAC, and air monitoring industries

These stakeholders are a target group for the project's CDE activities because they represent potential adopters, integrators, and multipliers of SIMIACCI technologies. Their involvement is key for industrial scalability and commercialization, ensuring ensure long-term deployment and sustainability. Therefore, a new industrial value chain, from MOF producers to HVAC manufacturers, will be created. Every actor, from workers to decision makers, must be aware of the available solutions to ensure their wide uptake.

In terms of key messages for this TG5, it will mainly be highlighted that the project's MOF-based solutions and modular IAQ systems offer new business opportunities for innovation in the HVAC and air purification sectors.

To date (M6), the following key stakeholders for this TG5 have been identified: REHVA Supporters (Airscan, AERMEC, Camfil, Daikin, EVIA, EVAPCO, Swegon, Saint-Gobain, Systemair, Smay, Eurovent), companies from the IAQ domain, companies that commercialise MOFs.

2.6 Sectoral associations for transfer of project results

End-users from the sectors targeted by the transfer strategy will also be reached through European and national associations and federations to raise awareness of the significant progress and benefits of SIMIACCI, along with the adapted label. Sectoral associations play a pivotal role in amplifying the impact of R&I projects by acting as multipliers and facilitators of knowledge transfer. Representing networks of cultural institutions, environmental stakeholders, or technology providers, these organisations are ideally positioned to disseminate SIMIACCI's results to their members and beyond. They can also support the standardisation and policy alignment of SIMIACCI outcomes, promote cross-sectoral dialogue and encourage replication in other areas, such as education, tourism and healthcare. Their involvement is essential for ensuring long-term uptake and extending the project's legacy beyond its initial demonstration sites.

To date (M6), the following key stakeholders for this TG6 have been identified: UNICLIMA, FIMEA, Ki Futures, IIC Regional Groups, ICOM-CC, IAQ-group, Plattform Konservierungswissenschaft, Museums for Future, Aktionsnetzwerk Nachhaltigkeit in Kultur und Medien.

2.7 Research community and centres

SIMIACCI is grounded in advanced materials science, environmental engineering, and conservation research. Disseminating the project's scientific outputs to this group is essential to foster knowledge transfer, collaborative research, and training of future experts.

Key messages for this TG7 will mainly highlight the following aspects of the project. SIMIACCI will deliver considerable progresses in MOF science, paving the way towards larger applications and further industrialisation of processes. New sectors such as industrial gas separation, carbon capture, sensing, catalysis, therapeutic applications will directly benefit from the project results, where MOFs solutions can be adapted to answer specific needs.

The key stakeholders for this TG are any research centre or institutions in the fields of advanced materials science, environmental engineering, and conservation research.

2.8 Relevant Horizon projects and international networks

Possible synergies can be made with several Horizon projects related to the SIMIACCI activities, especial the ones funded under the topic 'Cultural and creative industries for a sustainable climate transition' of the Horizon Europe Cluster 2 2023 and 2024. The message will then focus on the synergies that exist between projects and how mutual benefits can emerge through collaboration. The participation of partners in these projects will help to disseminate the project results and mobilize such partnerships.

Key stakeholders for this TG8 will be as follows: Built4People Partnership cluster 5, Driving urban transitions Partnership. Moreover, the following research projects have been identified to date (M6) for engagement:

- EMCCINNO: EMpowering CCIs to boost systemic INNOvation for sustainable climate transition
- StreamSCAPES: Driving Sustainable Climate Transition of Video-On-Demand Platforms at a Time of Transformation
- Just Fashion: Supporting the Just transition for the Fashion sector
- GREENART: GREen ENdeavor in Art ResToration
- IEA EBC - Annex 92 - Smart Materials for Energy-Efficient Heating, Cooling and IAQ Control in Residential Buildings (DTU coordinator)
- CRAFT IT 4 SD CCSI Green Transition - Craft Revitalization Action for Future-proofing the Transition to Innovative Technologies for Sustainable Development
- STRATEGIES – Sustainable TRAnsiTion for Europe's Game IndustrIES

- PACESETTERS - POWERING ARTISTIC AND CULTURAL ENTREPRENEURSHIP TO DRIVE THE CLIMATE TRANSITION.

At M6, a meeting with CRAFTIT4SD, STRATEGIES, PACESETTERS, JUSTFASHION, EMCINNO and StreamSCAPES has been hold upon invitation of the European Commission. A cluster “CCIs for climate” is being created with these projects. It will enable enhanced visibility, joint actions and fostered collaboration.

Finally, the following international networks have been identified as relevant: Europa Nostra (for cultural heritage engagement), ICOM (International Council of Museums), European Heritage Hub, Climate Heritage Network.

2.9 Citizens - General public

The general public is a key actor in the ecological transition: public engagement is essential for raising awareness about the climate impact of cultural institutions and the importance of sustainable conservation, which can in turn boost the wide adoption of SIMIACCI solutions by GLAMs and beyond.

Visitors of the GLAMs open days and exhibitions (see section 3.6) will gain an increased knowledge on climate transition challenges and will recognize the SIMIACCI label to allow informed choices. This will reinforce GLAMs leadership in the climate transition, as these events, along with all communication activities of the project (see section 4) will show how museums and libraries are taking concrete action for the climate while protecting our common heritage.

2.10 Summary

Table 1: Summary of the target groups for SIMIACCI C&D activities, their roles and the key messages to be conveyed to them

Target group	Role	Key messages
TG1 – GLAMs decision makers	Strategic adopters of SIMIACCI solutions in cultural institutions.	- SIMIACCI reduces energy costs while protecting valuable artefacts. - Positions GLAMs as leaders in sustainable heritage management. - Pilot demonstrations and the SIMIACCI label provide credibility. - Dissemination materials support implementation and stakeholder engagement.
TG2 – GLAMs maintenance operators	Technical users ensuring proper implementation and operation.	- Advanced tools (MOF-based adsorbents, predictive modelling) for proactive IAQ management. - Seamless integration into existing workflows. - Reduced maintenance, improved artefact protection. - End-user manuals and demonstrations facilitate adoption.
TG3 – Cities, municipalities, and cultural/environmental bodies	Local enablers of climate and cultural policy.	- Reduce operational costs and enhance cultural asset resilience. - Scalable, replicable solutions for diverse urban contexts. - Ideal for integration into local climate action and cultural strategies.
TG4 – Policymakers (EU, national, regional)	Influence regulations, funding, and sustainability targets.	- Achieve 30–50% energy savings while improving conservation standards. - Evidence-based insights to inform future policies. - Supports EU Green Deal goals and innovation. - Encourages replication across other sectors.
TG5 – Advanced materials providers, HVAC, and IAQ Industries	Industrial adopters and multipliers of SIMIACCI technologies.	- MOF-based and modular IAQ systems offer new business opportunities. - Supports creation of a new industrial value chain. - Awareness across all levels (from workers to executives) is essential.

TG6 – Sectoral associations for transfer of project results	Multipliers and facilitators of knowledge transfer.	- SIMIACCI offers high-value content to share with your members. - Help shape standardization and policy alignment in sustainable conservation. - Promote cross-sector dialogue and replication in related fields (e.g., tourism, education). - Strengthen your role as a knowledge multiplier in the cultural and environmental sectors.
TG7 – Research community and centres	Foster scientific collaboration and train future experts.	- SIMIACCI delivers cutting-edge advancements in MOF science and environmental engineering. - Opens new research avenues in gas separation, carbon capture, catalysis, and more. - Encourages collaborative research and training of future experts. - Contributes to the scientific foundation for sustainable innovation.
Relevant Horizon projects and international networks	Enable synergies and collaborative dissemination.	- SIMIACCI is highly complementary to other Horizon-funded initiatives. - Collaboration can lead to mutual benefits and stronger impact. - Partners can help disseminate results and mobilize synergies. - Strengthens the European innovation ecosystem in culture and climate.
TG9 – Citizens / general public	Raise awareness and support for sustainable conservation.	- Cultural institutions are taking real action for the climate. - The SIMIACCI label helps you make informed, sustainable choices. - Learn how heritage conservation and climate goals can go hand in hand. - Your awareness and support help drive broader adoption of green solutions.

3. Dissemination activities

3.1 Project website

The project website will be a key information channel for SIMIACCI, enabling to raise a general interest in the project all over Europe and to disseminate the public outputs, including publications. Benefits for stakeholders will be extensively presented for each type of target group together with the process for sharing interest to join. SIMIACCI website will also promote related initiatives and projects.

The project domain is www.simiacci.eu. Its link will appear in all project communication/dissemination materials, as well as on the partners' websites.

The website is available in English since M4 (April 2025, validating MS3). It has been developed by EQY, with the support of all partners, to be as attractive and interactive as possible.

To date, it provides all relevant information on the project:

- About
  - Presentation of the key information of the project: context, objectives and concept; key innovations
  - Number of partners/countries, EU funding amount
  - List and presentation of the partners
- Resources: public deliverables, publications, communication materials
- News & events: information on past and upcoming events, blogposts on the project's progress and activities, newsletters available for download, press releases available for download
- Contact details
- Banner to register to the newsletter.

Moreover, it will be regularly maintained and updated with posts following the progresses and news of the SIMIACCI project (events, activities and progresses, publications, milestones, etc.), throughout the whole project (until M48) and beyond.

The following Key Performance Indicators (KPIs) have been set for the website. EQY will regularly track the website's impact through Google Analytics.

Table 2: KPIs for the project website

Key indicators	Poor impact	Good impact	Excellent impact
Web page visits per year	<5.000	5.000-8.000	>8.000

3.2 Social media

SIMIACCI will use social media channels to reach its different target groups.

At the beginning of the project (M2), REHVA designed a detailed social media strategy in English, tailored to the different audience groups. REHVA will implement this strategy throughout the project lifetime. The strategy is available in the project's SharePoint.

With regards to dissemination, the identified objectives are as follows: engage key stakeholders and foster interactions with them, promote the project public results in appropriate time (public deliverables, scientific and technical publications), promote the events organised/attended by the project partners, support the adoption of SIMIACCI solutions, ensure knowledge transfer (i.e. facilitate the dissemination of best practices and research findings to broader audiences).

The social media accounts of SIMIACCI were created on most relevant social media channels by REHVA at the beginning of the project, validating MS2 at M3:

- LinkedIn: @SIMIACCI
- YouTube: @SIMIACCI
- Bluesky: @simiacci.bsky.social.

Indeed, in the social media strategy designed for SIMIACCI by REHVA, LinkedIn was selected as the primary platform for communication and dissemination. This decision was informed by its professional orientation well suited for reaching the identified target groups, and by previous project experiences, where significantly higher engagement was observed on LinkedIn compared to other platforms. Notably, Twitter/X did not yield comparable interaction or visibility, particularly in the fields of research, policy, and industry collaboration; Instagram was also deemed unsuitable due to its visual and consumer-oriented focus, which does not align with SIMIACCI's objectives. To incorporate multimedia, video content will be produced and uploaded to YouTube, allowing for redistribution across other platforms managed by consortium members. Additionally, Bluesky will be tested as a potential alternative to evaluate its engagement potential. By focusing efforts on LinkedIn while integrating video content and exploring new platforms, broader impact and meaningful engagement with key audiences are expected to be achieved.

SIMIACCI posts will focus on:

- Project and partners introduction
- Announcements of progress and results
- Reports on conferences and meetings; Information about forthcoming events
- Stakeholders' engagement (e.g. polls, Q&A, ...)
- News on research and developments on related issues from all over the world
- General awareness (climate impact, HVAC efficiency, museum sustainability)
- Project publications (press releases, public deliverables, scientific publications, etc.)

These posts will be shared regularly, with a targeted frequency of 2–3 posts per week on LinkedIn & Bluesky (all content will be replicated in both platforms) and 1 short clip every 12 months. An Indicative timetable for main social media campaigns is presented thereafter.

Table 3: Indicative timetable for main social media campaigns

Period	Topic	Partner(s) involved	Communication supports
M1-M4	Introduction of the project	REHVA	
M3-M4	Partners' presentation	REHVA	
M5-M8	GLAMs spotlight	REHVA	
M6-M12	Videos on the first SIMIACCI tests	REHVA	

In addition, each GLAM will integrate SIMACCI' posts in their social media accounts, in their local languages. As well, all partners' social media will be used to increase outreach to their existing audiences as soon as the project starts. Infographics and visuals developed for the project's social media and blog will fit the graphic charter

The following Key Performance Indicators (KPIs) have been set for SIMIACCI social media. LinkedIn and Bluesky Analytics will be used by REHVA to track performance and measure impact.

Table 4: KPIs for SIMIACCI social media

Key indicators	Poor impact	Good impact	Excellent impact
Number of posts on social media per year	<40	40-60	>60
Number of views on social media per post	<500	500-1.000	>1.000
Number of followers on social media profiles	<200	400	600

3.3 Stakeholders' dissemination materials towards end-users' capacity building

From M12 onwards, SIMIACCI partners will deliver a set of dissemination materials mainly directed towards GLAMs, HVAC and materials companies, SME, the scientific community.

End-user manual

IST ID will develop an end-user manual, elucidating all the activities related to the implementation of the SIMIACCI demonstration. It will explain, in simple words, the technologies beyond the prototypes and detail the different steps needed from operators for the demonstration to take place. This end-user manual will be supported by a set of capacity building materials, enabling end-users in understanding SIMIACCI technologies and the related maintenance activities required.

Blueprint and industrial roadmap

Industrial stakeholders will also be targeted through a blueprint, coupled with an industrial roadmap, that will describe how SIMIACCI can be scaled up, detailing its wide business potential.

Technical factsheets

Two technical factsheets for manufacturers will be produced by IST ID, supported by REHVA, TEQOYA: one from material side, one from air cleaner side; as well as 5 others targeting the chosen sectors for replication.

Webinars and trainings

REHVA, supported by IST ID, will organize 3 online webinars by the end of the project in conjunction with the release of the main project deliverables, to enhance their acceptance of new technology and further present the results to industries and future retailers of the solutions (2 webinars) and scientific communities (1 webinar).

IST ID will also organize one-to-one webinars (or in-person training) to directly exchange with end-users to enhance their acceptance of new technology.

Videos

Finally, results will also be promoted through two videos, available on the project website and social media channels and displayed within GLAMs, one addressing the general public, another targeting the GLAMs community.

- One animated video, produced by REHVA, will complement the dissemination materials and generate interest from a large public audience. It will present the project context, objectives, innovations and partners, representing a key promotional material for a concise, clear and attractive project presentation. It will be delivered by the end of the first year (M12)
- REHVA will also produce an edited video illustrating the demonstration running and the GLAMs exhibitions.

The following Key Performance Indicators (KPIs) have been set for this dissemination activity:

Table 5: KPIs for SIMIACCI social media

Key indicators	Poor impact	Good impact	Excellent impact
Number of webinars organised by SIMIACCI	<3	3	>3
Number of GLAMs workers trained	<10	10-15	>15
Number of industries reached	<50	50-75	>75
Number of cultural affairs organisations reached	<50	50-150	>150
Number of views of the video	<1.000	1.000-2.000	>2.000

3.4 Scientific and technical publications

During the course of the project, SIMIACCI partners will issue at least 10 publications, namely high-level articles in peer-reviewed scientific journals (5), and more technical publications, addressing GLAMs decision makers, industries and other end-users in technical magazines and reviews (5).

These scientific and technical publications will present the main research findings, enabling SIMIACCI to widely share the progresses regarding materials development and their performances for indoor air quality control. They will mainly reach the research and development (R&D) community as well as the GLAMS.

The publisher will be selected based on their respect for authors' interests, acceptance of gold access publication, and impact on the specific topic of the publication in question.

Table 6: Possible targeted publication venues for SIMIACCI scientific and technical publications

Possible targeted publication venues for SIMIACCI scientific and technical publications
MDPI Heritage
Heritage Science Journal
Journal of Environmental Chemistry
Studies in conservation
Scientific Reports
Building and Environment
Indoor Air
Journal of Cleaner Production
Journal of Sustainable Production and Consumption
Journal of Materials Chemistry
Chemistry of Materials Journal
ACS Applied Materials and interfaces
Building and Environment
Chemistry of Materials Journal
ACS Applied Materials and interfaces
Building and Environment
Energy & Environmental Science
International Journal of Cultural Heritage
Energy
Indoor Air
REHVA European HVAC Journal
REHVA Guidebooks
Chemosensors

Publications will be produced in accordance with the open-access objective of disseminating the project's results "as open as possible, as closed as necessary". The content of the publications will comply with the IPR protection strategy and the relevant provisions of the consortium agreement.

Regarding the content, it will depend heavily on the research results obtained. Consequently, it is premature at this stage (M6) to establish a schedule for scientific

publications. However, some partners have already identified potential publication topics, which are presented in Table 7 below as an indicative measure. This table will be updated throughout the project in line with the results obtained and, therefore, our evolving understanding of the publications' topics and timeline.

Table 7: Topics and partners for scientific publications (V1, indicative, M6)

Topic (provisional)	Partner
Predictive evolution of contaminants in GLAMs	IST-ID
Energy efficiency in controlling indoor air quality	IST-ID
Stability and compatibility tests of adsorbents	DM
Effect of IAQ measures in museum case studies	DM
Joint publications with SIMIACCI partners on materials performance and stability	CNRS
Publication about testing Sensors and MOFs with audiovisual materials	ABK

Publications will also be made available on the website, under the "Resources" section, along with the public deliverables once delivered.
Results will also be published in partners' and project's newsletters.

The following Key Performance Indicators (KPIs) have been set for these publications.

Table 8: KPIs for scientific and technical publications

Key indicators	Poor impact	Good impact	Excellent impact
Number of papers submitted	<10	10-20	>20
Number of downloads per scientific publication 50	<30	30-40	>40

3.5 Dissemination of SIMIACCI results through participation in events, fairs, and scientific (tele)conferences

Throughout the duration of the project, SIMIACCI project and results (PRs) will be widely promoted, at regional, national, EU and international events, fairs and/or scientific (tele)conferences and webinars on CCI/GLAMs climate transition, advanced materials development, or other relevant topics related to the project's fields of expertise. These events will enable the consortium to reach all its target audiences, as identified and described in Section 2 of this document.

Each partner will participate in at least one of these events. Also, REVHA will integrate SIMIACCI in different flagship events such as REHVA Brussels Summit.

International Conference on Indoor Air Quality in Heritage and Historic Environments in 2026

To date, the following events and conferences have been identified as part of this first release of the DCE plan to timely plan the participation of project partners in such venues. This table will be continuously updated.

Table 9: Indicative timetable of SIMIACCI participation to events

Name of the events	Date	Location	Partners
2nd Global Conference on Air Pollution and Health: Accelerating action for clean air, clean energy access and climate change mitigation	25-27 March 2025	Cartagena, Colombia	SQUAIRTECH
15th Fundamentals of Adsorption conference: FOA15	18-23 May 2025	Porto, Portugal	IST ID
CLIMA 2028: 15th REHVA HVAC World Congress: Zero-Emission and Energy-Flexible Buildings for a Sustainable Built Environment."	11-14 June	Finland	REHVA
SMBEC2025: 1st International Symposium on Smart Materials for Energy-efficient Built Environment Control	10-11 June 2025	Paris	DTU (chair of the conference)
2025 IAML Congress (International Association of Music Libraries, Archives and Documentation Centres)	6-11 July 2025	Salzburg, Austria	ABK Stuttgart
Das grüne Museum	18 September, 1st and 23 October 2025	München, Hannover and Frankfurt, Germany	DM (part of the scientific advisory board)
EurOMA 2026: 13th EurOMA Sustainable Operations and Supply Chains Forum	16-17 March 2026	Porto, Portugal	IST ID
MOF 2026: International MOF conference	17-21 May 2026	New Orleans, USA	IST ID, ESPCI
S-LCA 2026: 10th International Conference on Social Life Cycle Assessment	17-19 June 2026	Jakarta, Polynesia	IST ID
2026 IAML Congress (International Association of Music Libraries, Archives and Documentation Centres)	28 June – 3 July 2026	Thessaloniki, Greece	ABK Stuttgart
ICOM – CC	September 2026	Oslo, Norway	CNRS
IASA conference 2026 (International Association of Sound and Audiovisual Archives)	September 2026	TBD	ABK Stuttgart
IAQ in museums and archives	November 2026	Copenhagen, Denmark	CNRS

IAQ conference 2026: International Conference on Indoor Air Quality in Heritage and Historic Environments in 2026	November 2026	Copenhagen, Denmark	RDL (organiser), DM
Hybrid Materials Conference 2026	TBD	TBD	ESPCI
Indoor Air 2026 (or 2028) conference	2026 or 2028	TBD	TEQOYA
EuroMOF 2027: 7th International Conference on Metal Organic Frameworks and Porous Polymers	TBD	TBD	IST ID, ESPCI
EurOMA Sustainability Forum 2027	TBD	TBD	IST ID
LCM (Life Cycle Management) Conference 2027	TBD	TBD	IST ID
IAQ conference 2028: International Conference on Indoor Air Quality in Heritage and Historic Environments in 2028	TBD	TBD	DM
MOF 2028: International MOF conference	TBD	TBD	IST ID, ESPCI
ACS or MRS spring or Fall meetings	TBD	TBD	ESPCI

The following events have also been identified as interesting with regard to disseminating the SIMIACCI results. Participation in them could be explored:

- The Plastics Heritage Congress
- POLLUTEC
- KlimHaus
- Analytica
- Restauro
- International Exhibition of Cultural and Environmental Heritage, Museums and Enterprises
- DENKMAL
- European Days of Conservation Restoration
- The Long Night of the Munich Museums.

The following Key Performance Indicators (KPIs) have been set for this dissemination activity:

Table 10: KPIs for participation in events/fairs/scientific (tele)conferences

Key indicators	Poor impact	Good impact	Excellent impact
Number of participations in relevant events	<12	12-15	>15

3.6 Organisation of demonstration events within the GLAMs

SIMIACCI exhibitions

Between M24 and M48, each GLAM will disseminate the SIMIACCI project through a dedicated temporary exhibition in visitable areas by the public to showcase the implemented solutions.

EQY will coordinate the creation those dissemination formats, that could range from a single stand up to more immersive experience (e.g. in field panel presentation, museum App, GLAMs Website, guided tours, etc.), depending on the specificities of each type of GLAM and the related audience.

In any case, SIMIACCI materials will be displayed, together with a pedagogic support to explain how GLAMs are adapting to climate change so that they can be full driver of change.

Depending on the specificities and visitors of each GLAMs, these on-site events will raise awareness of local stakeholders and present project results.

Estimations on the numbers of visitors targeted (see table 11 thereafter) are based on a 6-month duration exhibition, considering that 10% of the average number of visitors described above will be participating to SIMIACCI exhibition.

Table 11: KPIs for the SIMIACCI exhibitions at GLAMs

Key indicators	Poor impact	Good impact	Excellent impact
Number of citizens visiting the SIMIACCI exhibitions	<10.000	10.000-20.000	>20.000

Open days

From M36 onwards, one open day will be organized within each GLAM to promote the exhibition and show the prototypes running.

This half-day event will take place during the demonstration phase and will invite any relevant stakeholders, from GLAMs decision makers and workers up to policy makers, to discover how the SIMIACCI technology is implemented and piloted. High-level speakers from the consortium will be invited to present the main results.

Table 12: KPIs for SIMIACCI Open days at GLAMS

Key indicators	Poor impact	Good impact	Excellent impact
Number of open days	<5	5	>5
Number of participants	<250	250-500	>500

3.7 Clustering activities (T15.5)

Cooperation with other projects, networking, and initiatives

Joining forces with other similar projects and initiatives at EU level is of utmost importance to maximize the project impact and results spreading.

For this reason, from the very beginning of the project, IST ID will search for other H2020 and Horizon Europe projects working on similar topics and projects funded under the topic 'Cultural and creative industries for a sustainable climate transition' of the Horizon Europe Cluster 202023-2024 calls, but also, when relevant, to international programmes and initiatives.

The message will then focus on the synergies that exist between projects and how mutual benefits can emerge through collaboration. The participation of partners in these projects will help to disseminate the project results and mobilize such partnerships.

More specifically, SIMIACCI will initiate the creation of a global alliance between at least 4 projects initially, formalised with the signature of a Memorandum of Understanding. This alliance will meet once a year as side event of consortium meetings and will also organise regular calls to organise joint activities, such as:

- webinars,
- participation to international/EU workshops and events,
- Policy Roundtable events,

exchanging good practices capable of channelling a common message to national and EU policy makers. These activities are already ongoing and IST-ID, REHVA and EQY participated in meeting of the ***CCIs and Climate Cluster*** Meeting beginning of June 2025. This cluster will work towards three themes: 1) Knowledge generation, research in relation to impact, artistic research, 2) Competitiveness and 3) Sustainability: multifaced definition. Besides this cluster, the SIMIACCI also aims to participate in future activities of the ***Cluster on Green Cultural Heritage*** that is already formed.

As well, upon invitation by the REA, IST ID will contribute to common information and dissemination activities to increase the visibility and synergies between Horizon Europe supported actions.

Table 13: KPIs for SIMIACCI clustering activities

Key indicators	Poor impact	Good impact	Excellent impact
Number of relations with relevant projects	<4	4-8	>8
Number of joint thematic webinars and/or publications	<3	3-5	>5

Stakeholders' Advisory Board

REHVA will invite stakeholders from GLAMs, relevant industries or policy-making sector to join a Stakeholders' Advisory Board, that will be asked to review major project deliverables and share their opinions to improve quality of SIMIACCI outputs.

Currently, REHVA has invited the consortium to make suggestions for the SAB. Afterwards, the coordinator will give the greenlight for the selected representatives. At a later stage the SAB members will sign a formal letter to confirm their participation.

This Stakeholders' Advisory Board will enable to extend industrial, technical and special end-users' insight, which will help to spread the market uptake beyond the project end and will also ensure the continuity of the production of the novel products portfolio, not only under EU, but worldwide.

Partners are already glad to announce ICOM Europe as one of the members that have already agreed to join.

The outcome of the networking activities and internal discussion within SIMIACCI's partners and Stakeholders' Advisory Board will be updated in a revised version of the policy brief (D15.3) (see section 3.8 below for more information on the policy brief).

Table 14: KPIs for the stakeholders' advisory board

Key indicators	Poor impact	Good impact	Excellent impact
Number of participants	<10	10	>10-15

3.8 Policy promotion

SIMIACCI exploitation will be supported by the development of a larger framework that will pave the way for wide uptake of the project results.

Policy advisory board

REHVA will set-up and moderate a Policy Advisory Board (PAB).

The Policy Advisory Board, composed of at least 10 participants from M12 (validating MS8), will meet every 12 months to discuss the progress of SIMIACCI. The PAB will also actively contribute to the development of tailored SIMIACCI recommendations for EU-wide technology deployment through co-creation workshops and activities.

Currently, REHVA has invited the consortium to make suggestions for the PAB. Afterwards, the coordinator will give the greenlight for the selected representatives. At a later stage the PAB members will sign a formal letter to confirm their participation.

White Paper

A series of recommendations will be developed to prepare for an EU-wide deployment of the technology.

These recommendations will be built and extrapolated from the outcomes of the demonstration activities conducted, from the conclusions of the co-creation workshops and activities conducted with the PAB.

These recommendations will be published by M42 through a dedicated white paper on SIMIACCI impacts on GLAMs and beyond, showing its wide potential uptake. A white paper is a detailed technical document that explores a problem, solution or position in depth, in order to inform and persuade. Here, the aim will be to illustrate the impact of SIMIACCI on GLAMs by providing decision makers with easy-to-read, concrete information on business models (e.g. infographics), thereby encouraging them to support the uptake of SIMIACCI and promote the project results to cultural affairs bodies across Europe. Both the policy level and the link with industry and private sector will be addressed.

Policy webinars

Moreover, two policy webinars will be implemented by REHVA, together with IST ID, including:

- One webinar addressing public bodies in charge of cultural and climate affairs to support implementation on Project Results at local scale, and
- One for National and EU policy makers to disseminate results at large scale.

Policy brief

Delivered by IST ID, a policy brief synthesizing key findings and recommendations from the SIMIACCI project for policymakers will be widely disseminated.

The aim is to create a clear, concise (2–4 pages) and targeted document that effectively communicates evidence-based policy recommendations, addressing relevant challenges and opportunities, and supporting informed decision-making at both national and European levels. It aims to influence decisions quickly and clearly.

The initial version of deliverable is due at M12 (D13.2) and will be updated at M30 (D14.2), with the final version to be ready at M46 (15.3). These updates will enable to incorporate new findings and refined recommendations from the SIMIACCI project for policymakers.

Key indicators	Poor impact	Good impact	Excellent impact
Number of members of the Policy Advisory Board	<10	10-15	>15
Policy webinars participants	<10	20	>25

3.9 SIMIACCI label

Between M24 and M48, EQY, with the support of IST ID, REHVA, GLAMs and all partners, will define the basis of a SIMIACCI label, to be delivered to GLAMs for enhancing their efforts towards climate transition.

Based on WP4 outcomes, and on technical developments, EQY will organize a co-creation workshop to frame the label. EQY will then further work on elaborating its content, relying on a benchmark of most accepted labels in the sector. Focused on GLAMs, the label will also be transferrable to other sectors. Once validated by partners, label will be discussed with policymakers for anticipating its future deployment.

A first composition of labelling committee will be created by M42, composed by SIMIACCI members but also outside experts (Policy Advisory Board, Advisory Board etc.).

The labelling process will be tested on the demonstration GLAMs from M42 to M46. At M48, an optimized version of the labelling framework will be delivered (D15.1).

No KPI target has been set for this activity at this stage of advancement of the project (M6).

4. Communication activities

SIMIACCI communication will employ diverse media, traditional and online, for broad outreach. Targeting the general public, the content will be tailored to ensure understanding of the project's objectives and significance without delving into technical details.

4.1 SIMIACCI visual identity

To ensure a wide visibility and recognition of the MYMATCH public image, a visual identity tailored for the SIMIACCI project has been developed by EQY at the beginning of the project, validating MS1 at M2.

This includes the project logo (on which the consortium members have voted before the Kick-Off Meeting), a graphic charter (which includes the logo, specific fonts and a colour palette), PowerPoint and Word templates, and a project motto. The aim of this document is to ensure coherence between the project's various visual tools and thus achieve uniform and effective recognition.

The elements of this visual identity have been made available to all project partners on the SharePoint platform. Overviews of them are presented below.

SIMIACCI

Figure 1: SIMIACCI logo

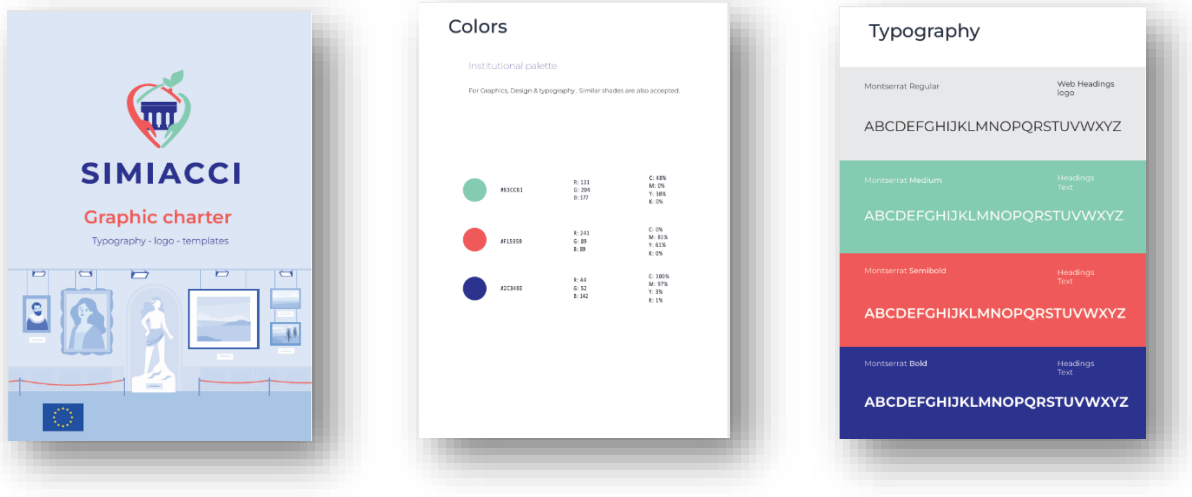


Figure 2: SIMIACCI graphic charter

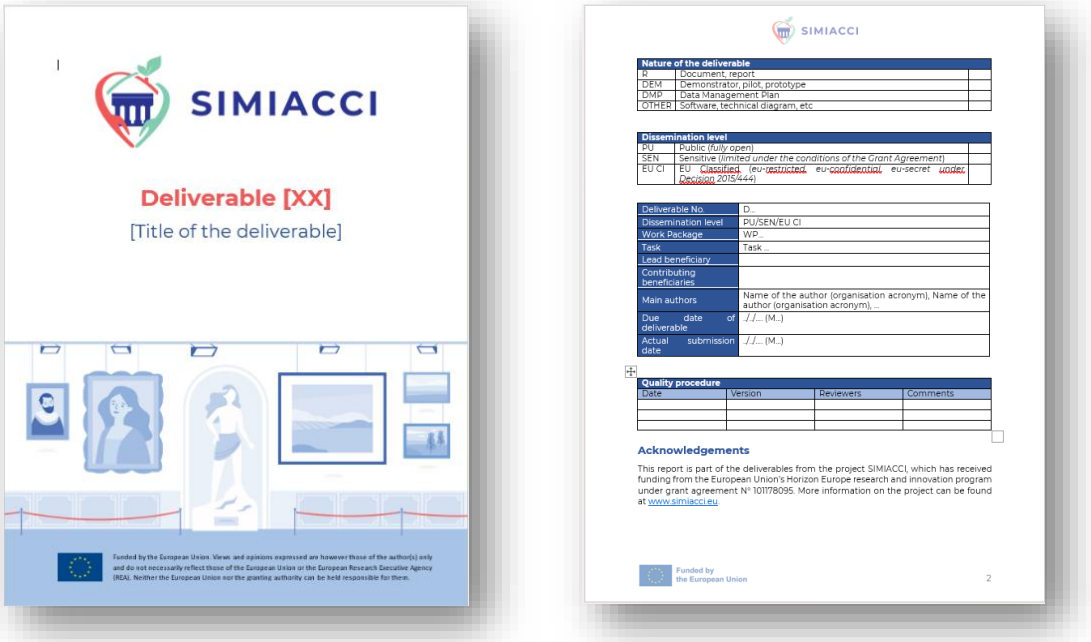


Figure 3: SIMIACCI deliverable template

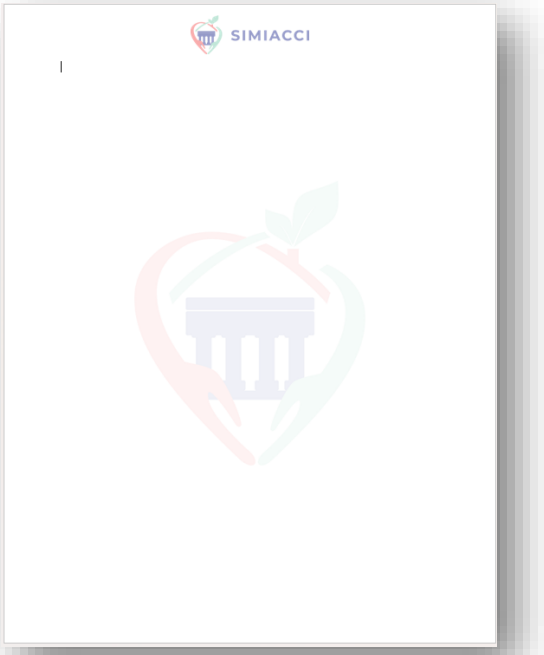


Figure 4: SIMIACCI head letter template

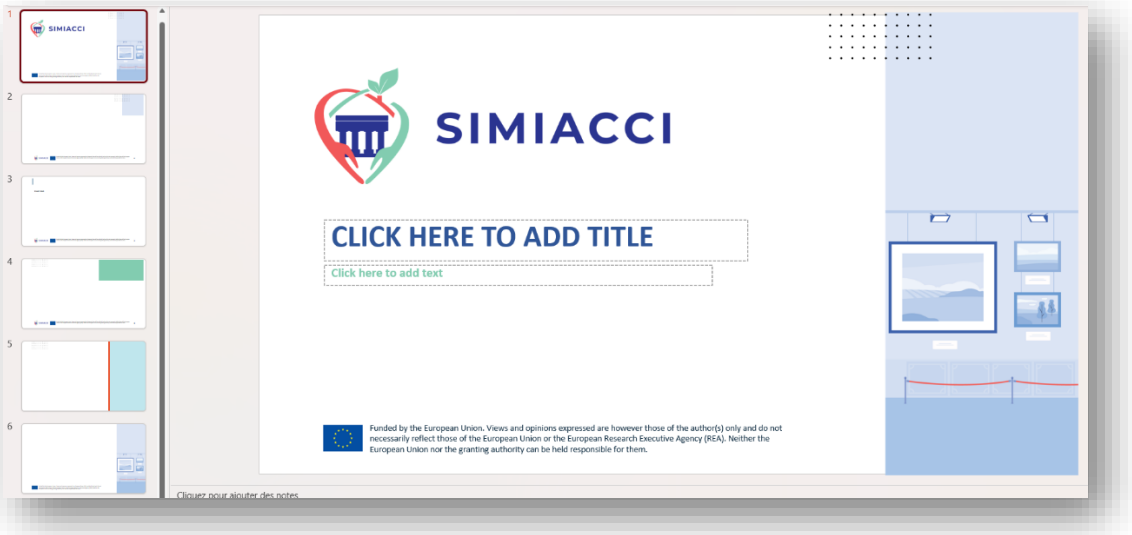


Figure 5: SIMIACCI PowerPoint Template

Finally, the following project motto has been determined: “Empowering GLAMs to become the innovating leaders of indoor air quality management.”

4.2 Project promotional materials

For the consortium to promote SIMIACCI at selected conferences, workshops and other public events providing general information about the project and (preliminary) public results (both technical and non-technical), tailored promotional materials complying with the project's visual identity will be developed by EQY. Such promotional materials will be all adjusted to the target audience (GLAMs, citizens, city councils, etc.) and produced in English.

Such promotional materials will include a roll-up, a poster, flyers (leaflets), infographics or other easy-access documents for general public use, best practices leaflet based on the project outcomes. Other tailored materials could be developed by EQY to meet specific needs of partners.
In the first months of the project (at M6), the project's roll-up, a poster, flyers, as well as a PowerPoint presentation introducing the project have been developed by EQY, with review and validation of IST ID. They contain technical and non-technical data on SIMIACCI and invite the targeted audiences to discover and follow the project's online channels (website, social media, newsletter). Overviews of these materials are provided thereafter.

Figure 6: SIMIACCI roll-up

Figure 7: SIMIACCI poster

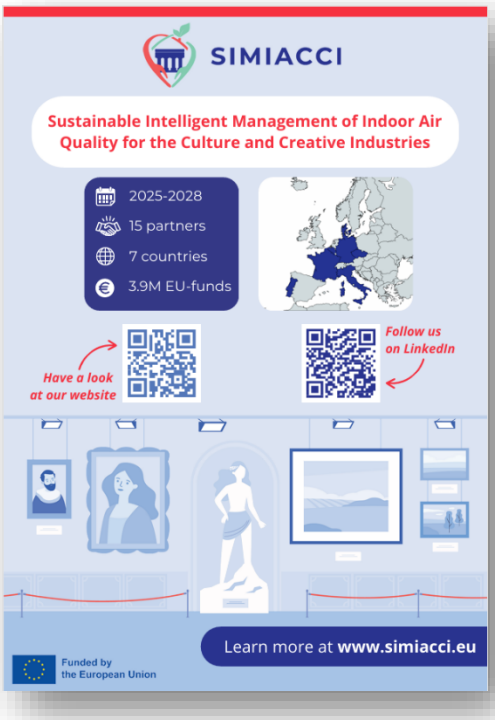


Figure 8: SIMIACCI flyer

Moreover, during the last year of the project, one leaflet and one poster advertising the SIMIACCI label towards the general public will be delivered by EQY.

All printable materials will be made available to the consortium members on the project SharePoint platform, as they will serve as support documents for support documents for fairs, conferences, forums and workshops.
They will also be uploaded to the SIMIACCI website in electronic format, where they will be available for download.

Finally, as presented in section 3.3 (dissemination materials), REHVA will create an animated project video. This will present the project's context, objectives, innovations, expected outcomes and partners in about 2 minutes using simple words. This will generate interest from a wide audience and constitute key promotional material for concise, clear and attractive project presentation. This video will be published on the YouTube channel of the project and promoted on the project website and LinkedIn and BlueSky accounts.

For these communication activities, the following Key Performance Indicators (KPIs) have been set.

Table 15: KPIs for the project promotional materials

Key indicators	Poor impact	Good impact	Excellent impact
Number of brochure/leaflet distribution	< 500	500 – 1.000	>1.000
Number of visualisations of the video	<2.500	2.500-5.000	>5.000

4.3 Project website

Beyond its interest in dissemination (cf. above), the project website will be a key information and communication channel for SIMIACCI, enabling to raise a general interest in the project all over Europe.

The project domain is www.simiacci.eu. Its link will appear in all project communication/dissemination materials, as well as on the partners' websites.

The website is available in English since M4 (April 2025, validating MS3). It has been developed by EQY, with the support of all partners, to be as attractive and interactive as possible.

It provides all relevant information on the project:

- About
  - Presentation of the key information of the project: context, objectives and concept; key innovations
  - Number of partners/countries, EU funding amount
  - List and presentation of the partners

- Resources: public deliverables, publications, communication materials
- News & events: information on past and upcoming events, blogposts on the project's progress and activities, newsletters available for download, press releases available for download
- Contact details
- Banner to register to the newsletter.

Moreover, it will be regularly maintained and updated with posts following the progresses and news of the SIMIACCI project (events, activities and progresses, publications, milestones, etc.), throughout the whole project (until M48) and beyond.

Beyond this key utility for the project DCE activities, the website will also aim to raise awareness of sustainable IAQ management within GLAMs more generally.

The following Key Performance Indicators (KPIs) have been set for the website. EQY will regularly track the website's impact through Google Analytics.

Table 16: KPIs for the project website

Key indicators	Poor impact	Good impact	Excellent impact
Web page visits per year	<5.000	5.000-8.000	>8.000

4.4 Social media

At the beginning of the project (M2), REHVA designed a detailed social media strategy in English, tailored to the different audience groups. REHVA will implement this strategy throughout the project lifetime.

With regards to communication, the identified objectives are as follows: raising awareness on the SIMIACCI project and its mission, explain the issues at stake and the project results in an easily understandable way, enhance public engagement and educate the public on the importance of sustainable IAQ management in cultural heritage conservation.

The social media accounts of SIMIACCI were created on most relevant social media channels by REHVA at the beginning of the project, validating MS2 at M3:

- LinkedIn: @SIMIACCI
- YouTube: @SIMIACCI
- Bluesky: @simiacci.bsky.social.

Indeed, in the social media strategy designed for SIMIACCI by REHVA, LinkedIn was selected as the primary platform for communication and dissemination. This decision was informed by previous project experiences, where significantly higher engagement was observed on LinkedIn compared to other platforms. Notably, Twitter/X did not yield comparable interaction or visibility, particularly in the fields of research, policy, and industry collaboration; Instagram was also deemed unsuitable due to its visual and consumer-oriented focus, which does not align with SIMIACCI's

objectives. To incorporate multimedia, video content will be produced and uploaded to YouTube, allowing for redistribution across other platforms managed by consortium members. Additionally, Bluesky will be tested as a potential alternative to evaluate its engagement potential. By focusing efforts on LinkedIn while integrating video content and exploring new platforms, broader impact and meaningful engagement with key audiences are expected to be achieved.

SIMIACCI posts will focus on:

- Project and partners introduction
- Announcements of progress and results
- Reports on conferences and meetings; Information about forthcoming events
- Stakeholders' engagement (e.g. polls, Q&A, …)
- News on research and developments on related issues from all over the world
- General awareness (climate impact, HVAC efficiency, museum sustainability)
- Project publications (press releases, public deliverables, scientific publications, etc.)

These posts will be shared regularly, with a targeted frequency of 2–3 posts per week on LinkedIn & Bluesky (all content will be replicated in both platforms) and 1 short clip every 12 months. An Indicative timetable for main social media campaigns is presented thereafter.

Table 17: Indicative timetable for main social media campaigns – year 1 of the project

Period	Topic	Partner(s) involved
M1-M4	Introduction of the project	REHVA
M3-M4	Partners' presentation	REHVA
M5-M8	GLAMs spotlight	REHVA
M6-M12	Videos on the first SIMIACCI tests	REHVA

In addition, each GLAM will integrate SIMACCI' posts in their social media accounts, in their local languages. As well, all partners' social media will be used to increase outreach to their existing audiences as soon as the project starts. Infographics and visuals developed for the project's social media and blog will fit the graphic charter

The following Key Performance Indicators (KPIs) have been set for SIMIACCI social media. LinkedIn and Bluesky Analytics will be used by REHVA to track performance and measure impact.

Table 18: KPIs for SIMIACCI social media

Key indicators	Poor impact	Good impact	Excellent impact
Number of posts on social media per year	<40	40-60	>60
Number of views on social media per post	<500	500-1.000	>1.000

Number of followers on social media profiles	<200	400	600

4.5 Newsletter

REHVA will produce bi-annual newsletters, which will be sent to registered people.

The goal of this communication activity is to provide a comprehensive overview of the project's progress and news from the last six months to people who are already interested in the project through other DCE activities.

Therefore, the newsletter will include the following: an overview of the project; key progress achieved during the period covered; relevant related news; and recent and upcoming events. Pictures of recent events, meetings or activities, as well as other relevant illustrations, will be included to make the content more engaging.

Newsletters will be produced and distributed through MailChimp starting at M6 (the first project newsletter has been sent in June 2025), and every 6 months thereafter. They will also be shared via the project's social media and uploaded on the project's website, so that they will be constantly available for download.

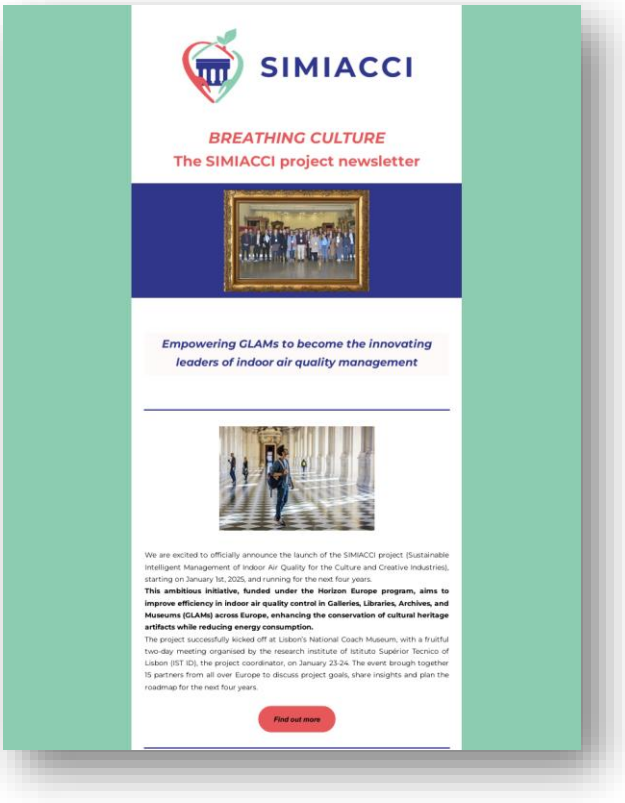


Figure 9: Overview of the project newsletter #1

A subscription banner can be found on the website, along with several incentives to register. The subscription link (http://eepurl.com/jaQqP-/) will also be published on

social media and shared by partners with their networks and stakeholders, to increase the newsletter's audience.

To reach an even wider audience, the SIMIACCI partners will also disseminate project news through their own existing newsletters wherever possible.

The following Key Performance Indicators (KPIs) have been set for the newsletter.

Table 19: KPIs for the project newsletter

Key indicators	Poor impact	Good impact	Excellent impact
Number of subscribers to the newsletter	<100	100-200	>200
Percentage of opening of the newsletter	<30%	30-50%	>50%

4.6 Press releases and other media articles

Throughout the project, REHVA will publish at least three press releases. The first was published in January 2025 (M1), announcing the project launch (Kick-Off Meeting) and introducing its objectives and the consortium. The press releases will promote the project and inform the general public, as well as all target audiences, about important project progress (e.g. the achievement of significant milestones and important results). The contents will be translated into the local languages of the GLAMs.

Furthermore, SIMIACCI partners are strongly encouraged to have other press articles published in relevant online or print local or national media to which they have access, to promote the project as a whole and/or specific aspects of it. The GLAMs partners will target their local newspapers and city websites.

The following Key Performance Indicators (KPIs) have been set for this activity:

Table 20: KPIs for press releases

Key indicators	Poor impact	Good impact	Excellent impact
Number of press releases publishes	<3	3	>3

4.7 Popular science articles

During the project, SIMIACCI partners will publish at least 10 popular science articles focusing on scientific and/or technical issues of the project (e.g., indoor air quality, climate transition, etc.) while being understandable by a wide audience. They will

address topics linked to GLAMs driving force for climate transition. This will make the project more visible and understandable to a wide audience.

The articles will be published in appropriate channels, i.e. in local, national or international media aimed at a general audience, but with a focus on the project's areas of expertise (e.g. indoor air quality, climate transition and the role of GLAMs in climate transition).

All partners will be encouraged to contribute to this key communication activity, according to their expertise and activities within SIMIACCI. The articles will be published throughout the project in due course, according to the achievement of relevant results.

Table 21: KPIs for popular science articles

Key indicators	Poor impact	Good impact	Excellent impact
Number of readings	<10.000	10.000-30.000	>30.000

5. Exploitation strategies

5.1 Identification of SIMIACCI exploitable project results (PR)

As an Innovation Action, SIMIACCI will develop a set of innovative and close-to market PRs that will reach the market a couple of years after project termination.

Table 22: SIMIACCI key exploitable results

SIMIACCI project results (PR) for exploitation
PR1: New generation of MOF-based adsorbent materials
During the project, the production of innovative MOFs will be scaled up to 10 kg-scale to anticipate the future industrialization process. Further trials will need to be run to reach industrial production of those MOFs, expected by 2030. To reach the industrialization of MOFs, several steps will have to be considered: once the 10 kg-scale is validated, pilot scale at the 100 kg, eventually up to ton scale will be done by subcontracting a manufacturer (or through a partnership with a chemical company). When considering industrial production, the synthesis must be cost-effective and as green as possible, which might involve optimizations during the scale-up process. By increasing the volume of production, an economy of scale is expected, as it was observed with other porous materials such as zeolites. The ton-scale will be achieved similarly by subcontracting (or partnership) and will involve obtaining the necessary regulation (REACH etc.). SquairTech already has exclusive licenses regarding deNOx and formaldehyde capture materials. If an innovative scale-up process is developed during this project on these MOFs or others, a patent deposition will be considered. Moreover, air cleaning devices will have to be modified by TEQOYA (and potential authorized third parties) to integrate, by default, SIMIACCI adsorbents for GLAMs. MOFs will not be subject to exclusive exploitation of TEQOYA for ensuring wide and faire market uptake all over Europe.
PR2: Smart wireless monitoring system for IAQ management in GLAMs

After SIMIACCI demonstration phase, end-users feedback will be collected to deliver an operational version of the AirObserver software by 2028. The predictive model will be available in Open Access so that any interested party (researchers, GLAMs, solution providers) can further develop solutions. The full software will be further developed by TEQOYA and distributed to GLAMs, together with the IAQ management solution. TEQOYA will have no privilege on IT results of the project: publications will ensure that competition can take benefits of SIMIACCI knowledge to build IAQ and building management solutions adapted to CCI and GLAMs needs.
PR3: Set of tailored innovative business models
Based on SIMIACCI results, adjustments of business models may be proposed by AON, and new business models adapted to new GLAMs will also be developed. This PR will enable the wide market uptake of SIMIACCI solutions by defining the right investment strategy for GLAMs.
PR4: SIMIACCI label
Label initial version will be further assessed by certification bodies to increase its value and gain recognition amongst professionals and policymakers. It will also be transferred to the new sectors described above.

5.2 Exploitation activities

Aligned and coordinated with dissemination activities in particular, exploitation activities aim to prepare the future of SIMIACCI results.

To this end, partners already have listed hereafter first elements of the exploitation plan, which will be further detailed during the project, especially in the WP12[3] where innovative business models will be developed. In particular, SIMIACCI partners will draft a roadmap targeting TRL9 and organise at least three internal exploitation webinars at the end of the project, to discuss and share the scientific advances made within the project to showcase the proposed technology reliability.

Exploitation of SIMIACCI Project Results is grounded in a large sustainability strategy, as anticipated in the description of the first Expected Outcome. Indeed, SIMIACCI sustainability will be ensured through:

- **Continuation activities**: SIMIACCI demonstration GLAMs will continue implementing the project results beyond the end of the project, being the ideal site for testing of any potential new materials.
- **Replication activities**: SIMIACCI innovations will be largely promoted through GLAMs, as a direct use of the validated results. Supported by international organizations such as ICOM, European, National and local policy makers, interests of GLAMs will rapidly grow. Industrialisation of MOF-materials will

[3] See GA p. 19-20 for WP12 tasks descriptions.

enable answering to the market's needs of about 7.5 tons by 2031, to equip ≥ 200 GLAMs.

- **Transferability activities**: Techno-economic studies implemented within the project lifetime will result in further developments and refinement of Project Results so that they can be applied to the 5 new sectors previously mentioned (hotels and resorts, educational buildings, shopping malls, healthcare facilities and transportation hubs). By 2030, the technologies will have been demonstrated in some pilot areas (hotels and resorts, educational buildings, shopping malls). Considering the specificities of healthcare facilities (sanitary issues) and transportation hubs ((semi-)open environments), transfer to these sectors may require some additional efforts and demonstration of first prototypes is not expected before 2032. Penetration of these sectors will start within the project lifetime and will be intensified afterwards by reaching the sectorial federations, especially for private sectors, and through policy makers for public sector.

When considering all the planned applications, the total sales price expected for the newly produced MOF will reach more than 1.8M€ by 2035 (based on a unit price of 65,000€/kg46). SIMIACCI analysis will work on the pricing strategy for the whole systemic solution, including maintenance costs. However, it is anticipated that, considering the considerable economic savings linked to low energy consumption, return on investment would be lower than 5 years. Initial investment for larger buildings (e.g., Museums and Galleries) would be between 400,000 and between 50,000 to 75,000€ for smaller ones (Libraries and Archives).

Impact booster activities: SIMIACCI exploitation will be strongly supported by the development of a larger framework that will pave the way for wide uptake of the project results, as outlined in sections 3.8 and 3.9 of the present DCE plan, namely: policy promotion, incl. recommendations to prepare an EU-wide deployment of SIMIACCI technology, development of a dedicated label. These activities are related to task 4 of each WP13-15 ("impact booster"), led by IST ID.

6. Potential barriers and mitigation measures

The successful dissemination, communication and exploitation of SIMIACCI project and results may face several potential barriers. Identifying these early and proposing mitigation strategies is essential to ensure the successful implementation of the DCE strategy presented in this plan, ensuring project's long-term impact and replicability.

6.1 Technical complexity of the project's innovations

Potential barrier: The advanced nature of SIMIACCI technologies (e.g. MOF-based adsorbents, predictive IAQ modelling, etc.) can be difficult to understand for a non-technical audience (TG9, targeted by all communication activities described in section

4). Also, this could pose integration issues for GLAMs (TG1, TG2) with limited technical capacity and/or outdated infrastructures.

Mitigation measures: To avoid this potential barrier to have a negative impact on the project DCE activities, the project includes the development of modular, user-friendly systems. Moreover, as presented in this DEC plan, the partners will provide training and technical support to ensure a smooth implementation (cf. notably section 3.3, Stakeholders' dissemination materials towards end-users' capacity building). Demonstration activities in different GLAM contexts will also serve as practical examples for replication.

6.2 Limited awareness and resistance to change

Potential barrier: Some cultural institutions may be not sufficiently aware of the environmental impact of their current IAQ systems and/or may be hesitant to adopt new technologies due to perceived risks or lack of familiarity.

Mitigation measures: As outlined in this DCE plan, SIMIACCI will organise targeted communication and dissemination campaigns, exhibitions and stakeholder engagement activities (see sections 3 and 4) to raise awareness and build confidence among the project's target groups. The SIMIACCI label will also serve as a recognisable symbol of quality and sustainability and promote acceptance.

6.3 Financial constraints and investment gaps

Potential barrier: The budget constraints faced by public cultural institutions can hinder the implementation of new IAQ solutions, even if they are cost-efficient in the long term.

Mitigation measures: The project will include a comprehensive economic analysis and the development of innovative business models to demonstrate return on investment. Engagement with investors and public funding organisations will support the creation of funding streams. The policy promotion activities described in this DEC (cf. section 3.8) also aim to create financial opportunities (e.g. incentives, rewards, public funding, etc.) to facilitate the deployment of the project technologies.

6.4 Regulatory misalignment

Potential barrier: Existing regulations to protect IAQ and cultural heritage may not yet incentivise the use of new materials and technologies.

Mitigation measures: SIMIACCI will engage with policy makers and standardization bodies to align project outcomes with evolving regulatory frameworks. These actions are detailed in the section 3.8 – Policy promotion.

6.5 Limited transferability across sectors

Potential barrier: While SIMIACCI aims to inspire replication in other sectors, differences in operational environments and requirements may limit direct transferability.

Mitigation measures: The project will assess transferability potential through dedicated studies and adapt solutions accordingly (cf. section 5.2). Furthermore, sectoral associations will be involved to facilitate cross-sector dialogue and knowledge exchange (cf. section 2.6).

6.6 IP concerns / issues between the project partners

Potential barrier: such potential disputes could complicate the exploitation of project outcomes.

Mitigation measures: Task 12.4 "Exploitation activities and IPR management", led by EQY with the participation of all partners and covering the whole project duration, are specifically designed to anticipate, avoid and manage any potential issues in this area.

6.7 Funding constraints

Potential barrier: the implementation of CDE activities described in this deliverable could be restricted by limited financial resources.

Mitigation measures: dedicated personnel and purchase costs have been allocated to partners as part of WPs 13, 14 and 15 during the setting-up of the project. Moreover, to minimise any risk of budget deviation across the project, good planning and regular status updates will be implemented by each partner.

7. Annex: C&D obligations and guidelines for SIMIACCI partners

8. Overall dissemination and communication obligations

8.1 Introduction

SIMIACCI project partners **must** promote the action and its results as soon as feasible by providing targeted information to various audiences (including the media and the public) in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

This must be done in a strategic, coherent and effective manner. Therefore, these efforts should align with **Annex 1** and with the **Plan for dissemination and exploitation, incl. communication activities** (D11.1).

These activities must comply with the rules outlined in the Grant Agreement under **Article 17 - COMMUNICATION, DISSEMINATION AND VISIBILITY** and in **Annex 5**.

If a communication or dissemination activity is expected to have a significant media impact, the granting authority must be informed in advance.

8.2 Visibility: European flag and funding statement (GA, art. 17.2)

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 the EU support and display the **European flag (emblem) and funding statement (translated into local languages, where appropriate):**

Funded by
the European Union

NB: 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.

8.3 Quality of information – disclaimer (GA, art. 17.3)

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, whenever some project results or opinions are stated through a written text (e.g. reports, articles, publications…) the following **disclaimer** must be added (translated into local languages where appropriate):

"Funded by the European Union (project 101178095 - SIMIACCI). Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them."

8.4 Consequences of non-compliance (GA, art. 17.4)

If a beneficiary breaches any of its obligations under this Article (GA art. 17), the grant may be reduced.

Such breaches may also lead to measures described in GA Chapter 5.

8.5 Prior notice and other cooperation obligations set out by the Consortium Agreement

8.5.1 Prior notice principle

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 30 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within 15 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if

a) the protection of the objecting Party's Results or Background would be adversely affected, or

b) the objecting Party's legitimate interests in relation to its Results or Background would be significantly harmed, or

c) the proposed publication includes Confidential Information of the objecting Party.

The objection must include a precise request for necessary modifications.

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that the objections of the objecting Party have been addressed.

8.5.2 Dissemination of another Party's unpublished Results or Background

A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published.

8.5.3 Cooperation obligations

The Parties undertake to cooperate to allow the timely submission, examination, publication and defence of any dissertation or thesis for a degree that includes their Results or Background subject to the confidentiality and publication provisions agreed in this Consortium Agreement.

8.5.4 Use of names, logos or trademarks

Nothing in this Consortium Agreement shall be construed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

8.6 Open Science obligations

All partners must comply with Horizon Europe Open Science obligations for their C&D activities (GA, Annex 5).

→ Refer to next section for more information.

8.7 Add all your C&D activities to the C&D Actions Tracker of SIMIACCI

To enable the WP Leaders (EQY) to coordinate and report to the EC during the periodic reporting SIMIACCI C&D activities of the partners, you are asked to add each of your C&D activities in the following SIMIACCI_Dissemination and Communication Actions tracker.xlsx, available on the SharePoint (SIMIACCI PROJECT - Documents\WP13-15 - Communication).

9. How to comply with Horizon Europe obligations on Open Science?

9.1 Introduction

"Open Science is an approach based on open cooperative work and systematic sharing of knowledge and tools as early and widely as possible in the process."

The information contained in this section is extracted from the following guides/websites:

- https://www.openaire.eu/how-to-comply-with-horizon-europe-mandate-for-publications
- https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf (AGA - pre-draft - 30/11/2021)
- https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/agr-contr/general-mga_horizon-euratom_en.pdf (V1.1 - 15/04/2022)

9.2 Open science: scientific publications (article 2.1 of the annex 5 of the AGA)

Obligations

The beneficiaries must ensure **open access to all peer-reviewed scientific publications** relating to their results. This included articles and long-text formats such as monographs and other types of books. Immediate open access is required i.e., at the same time as the first publication, through a trusted repository (see further below) using specific open licences (see further below).

In particular, they must ensure that:

- **At the latest at the time of publication (i.e. no embargo period)**, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication is deposited in a **trusted repository** for scientific publications (see 0),
- **Immediate open access is provided to the deposited publication via the repository**, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights (see 0); for monographs and other long-text formats, and,
- Information is given via the repository about any research output, or any other tools and instruments needed to validate the conclusions of the scientific

publication.

Only publishing in an open access venue, i.e. without depositing in a repository, does NOT comply with the open access requirement. All peer-reviewed publications must be deposited in trusted repositories AND open access provided to them through the repositories.

Venue to publish

The beneficiaries are not restricted as to where to publish. They may publish in the venue of their choice, either in a closed (i.e., subscription), an open access publishing venue (e.g., an open access journal or platform) or in a hybrid publishing venue (see below), **provided that all their open access related obligations are complied with**. Some Open Access journals charge authors a fee to publish Open Access (i.e., Article Processing Charges - APC).

Only costs for APC in a fully Open Access journal or platform are eligible for reimbursement!

An APC to publish in a traditional subscription-based journal that offers an OA option (so-called Hybrid journals) is NOT eligible.

Open access publishing venues are publishing venues (such as journals, books, publishing platforms) whose entire scholarly content is published in open access.

- SherpaRomeo is an online resource that aggregates and analyses publisher open access policies and provides summaries of publisher copyright and open access policies on a journal-by-journal basis. A directory of Open Access, peer-reviewed journals can be found by using
- EC grant holders can also publish free of charge on the Open Research Europe platform (ORE). It is an open access publishing platform created by the EC for the publication of research stemming from Horizon Europe funding across all subject areas. When ORE is the selected publishing venue, all requirements for open access to scientific publications are fulfilled, as ORE deposits publications in the all-purpose repository Zenodo.

Hybrid publishing venues (hybrid journals and books) provide part of their scholarly content in open access, while another part is accessible through subscriptions/payments. Specifically, hybrid journals and hybrid books are those journals/books based on subscription/purchase that provide open access to part of their content when an open access fee is paid by their authors/institutions (paid ad hoc or on the basis of an institutional agreement with the publishers).

Mirror and sister journals are more recently established open access versions of existing subscription journals. They may share the same editorial board as the original journal and usually have (at least initially) the same or very similar aims, scope and peer

review processes and policies. These journals often have a name similar to the subscription title but a different ISSN. In the context of Horizon Europe, they are considered open access publishing venues and not hybrid journals.

Repository

Beneficiaries must ensure deposition of and open access to publications (and research data, where the case) through **trusted repositories**.

A repository is an online archive, where researchers can deposit digital research outputs and provide (open) access to them. Repositories help manage and provide access to scientific outputs, such as publications, data, software, among others. They also contribute to the long-term preservation of digital assets. Repositories can be institutional, operating with the purpose to collect, disseminate and preserve digital research outputs of individual research organisations (institutional repositories, e.g., the repository of University X).

They can be **domain-specific**, operating to support specific research communities and supported/endorsed by them (e.g. Europe PMC for life sciences including biomedicine and health or arXiv for physics, mathematics, computer science, quantitative biology, quantitative finance and statistics; Phonogrammarchiv for audiovisual recordings, the CLARIN-DK-UCPH Repository for digital language data or the European Nucleotide Archive or databases of astronomical observations operated by the European Southern Observatory, among others). There are also **general-purpose repositories**, such as for example Zenodo, developed by CERN.

Personal websites and databases, publisher websites, as well as cloud storage services (Dropbox, Google drive, etc) are not considered repositories. Academia.edu, ResearchGate and similar platforms do not allow open access under the terms required and are NOT considered repositories.

Metadata of deposited publications

Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC0, see 0) or equivalent, in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following:

- Publication (author(s), title, date of publication, publication venue),
- Horizon Europe funding,
- Grant project name, acronym and number,
- Licensing terms,
- Persistent identifier for the publication (such as Digital Object Identifier), the authors involved in the action (such as ORCIDs or ResearchIDs and, if possible, for their organisations (such as ROR IDs) and the grant.

Where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication.

Licensing requirements

Scientific publications must be licensed under the latest version of a Creative Commons Attribution International Public Licence (CC BY), or an equivalent licence. Peer reviews that are published with a given article are available under the CC BY licence. For monographs and other long-text formats the licence may exclude commercial uses and derivative works (as in CC BY-NC , CC BY-ND or CC BY-NC-ND or equivalent licences).

Data associated with Open Research Europe articles are made available, where possible, under the terms of a Creative Commons Public Domain Dedication (CC0). This facilitates and encourages data re-use and helps prevent the problems of attribution stacking when combining multiple datasets each authored by multiple authors that use multiple different licenses.

CC BY: allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use.
CC BY includes the following elements:
BY – Credit must be given to the creator

CC BY-NC: allows reusers to distribute, remix, adapt, and build upon the material in any medium or format for noncommercial purposes only, and only so long as attribution is given to the creator.
It includes the following elements:
BY – Credit must be given to the creator
NC – Only noncommercial uses of the work are permitted

CC BY-ND: allows reusers to copy and distribute the material in any medium or format in unadapted form only, and only so long as attribution is given to the creator. The license allows for commercial use.
CC BY-ND includes the following elements:
BY – Credit must be given to the creator
ND – No derivatives or adaptations of the work are permitted

CC0 (aka CC Zero) is a public dedication tool, which allows creators to give up their copyright and put their works into the worldwide public domain. CC0 allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, with no conditions.

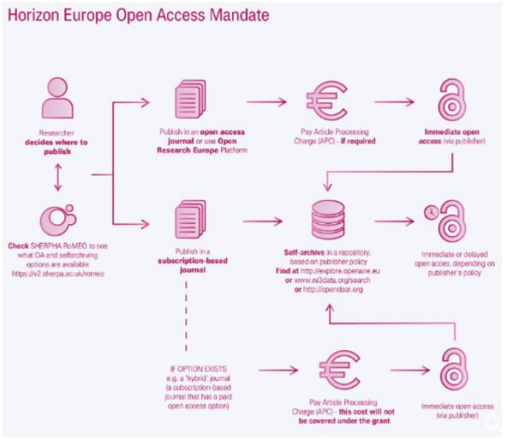
Summary

Requirements

- Author Accepted Manuscript or Version of Record in a trusted repository
- No embargo period
- Information about research outputs or tools/instruments needed to validate the conclusions of the publication
- Add the acronym/code of the project within

Specificities

- Publication fees (APC) reimbursable only if the venue is full Open Access
- No restrictions on where to publish, but APCs for hybride journals not covered



9.3 Open Science: research data management (article 2.2 of the annex 5 of the AGA)

Obligations

The beneficiaries must manage the digital research data generated in the action ('data') responsibly, in line with the FAIR principle. They should also ensure open access to research data via a trusted repository under the principle 'as open as possible, as closed as necessary' and by taking all of the following actions:

- Establish a **Data Management Plan** ('DMP') (and regularly update it).
- As soon as possible and within the deadlines set out in the DMP, deposit the data in a **trusted repository** (see 0). If required in the call conditions, this repository must be federated in the European Open Science Cloud in compliance with EOSC requirements.
- As soon as possible and within the deadlines set out in the DMP, ensure open access (via the repository) to the deposited data, under the latest available version of the CC BY or CC0 or a license with equivalent rights, following the principle 'as open as possible as closed as necessary', unless providing open access would in particular:
    - Be against the beneficiary's legitimate interests, including regarding commercial exploitation, or
    - Be contrary to any other constraints, in particular the EU competitive interests or the beneficiary's obligations under this Agreement. If open access is not provided (to some or all data), this must be justified in the DMP.
- Provide information via the repository about any research output or any other tools and instruments needed to re-use or validate the data.

Re-use and validation of data

Information must be given via the repository about any research output or any other tools and instruments needed for the re-use or validation of research data. Research outputs, tools and instruments may include data, software, algorithms, protocols, models, workflows, electronic notebooks and others. Information must include a detailed description of the research output/tool/instrument, how to access it, any dependencies on commercial products, potential version/type, potential parameters etc.

Metadata of deposited data

Metadata of deposited data must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent (to the extent legitimate interests or constraints are

safeguarded), in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following:

- Datasets (description, date of deposit, author(s), venue and embargo);
- Horizon Europe or Euratom funding;
- Grant project name, acronym and number;
- Licensing terms;
- Persistent identifier for the dataset (such as Digital Object Identifier), the authors involved in the action (such as ORCIDs or ResearchIDs and, if possible, for their organisations (such as ROR IDs) and the grant.

Where applicable, the metadata must include persistent identifiers for related publications and other research outputs.

Summary

Requirements

- Must manage the digital research data in line with the FAIR principles
- Data Management Plan (DMP) is required at M6, updated mid-project and at end of project
- Deposit (meta)data as soon as possible after production/generation or after processing and quality controls
- Deposit data in a trusted repository and make them open as soon as possible (deadlines set in the DMP), following the "as open as possible, as closed as necessary"(open by default) principles
- Data closed if necessary, but metadata must be FAIR and under CC0
- Open licence, preferable CC-BY or CC0 licence
- Detailed information about research outputs or tools/instruments needed to re-use or validate the data

10. Social media guide

10.1 Introduction

A LinkedIn account was created at the beginning of the project and plays a key role in day-to-day communication and, more widely, to support the dissemination of the project and other related activities. More details on the contents and schedule of publications are available in the DEC plan of SIMIACCI.

Partners are expected to actively participate in SIMIACCI C&D activities on LinkedIn. This guide will help to coordinate the accounts and the contents that will be communicated over the project's lifetime.

10.2 How to help SIMIACCI gain visibility (i.e. followers, views) on LinkedIn?

- Follow the account above with your organization's and your own accounts
- Invite colleagues and LinkedIn contacts to like and follow SIMIACCI account
- Re-share the posts from SIMIACCI account to maximize impacts of the posts
- Invite colleagues and LinkedIn contacts to like and follow SIMIACCI account
- Propose your own content and remember to also use your local language: by posting with your social media account and tagging SIMIACCI account so that we can share your post as well.

10.3 How to contribute to SIMIACCI content creation

To increase the visibility and impact of our Horizon Europe project, we encourage all partners to actively contribute to our LinkedIn presence. Here's how:

📸 **Share your updates with us!**
To keep our LinkedIn page active and relevant, we need your help:

- **Send us updates regularly about your activities related to the project**:
  - Events, workshops, conferences
  - Publications, deliverables, milestones
  - Behind-the-scenes photos, team meetings, fieldwork
- Include photos, short descriptions, and relevant links.
- The more you share, the more we can highlight your work!

→ Send this as regularly as possible to SIMIACCI social media team (EQY) by email so that we can prepare a LinkedIn post on behalf on SIMIACCI. You will then be able to repost it on your own accounts.

💬 **Comment thoughtfully**

- Add value by sharing your perspective or linking to useful resources.
- Join relevant discussions and support posts from other partners.

🧩 **Coordinate & stay consistent**

- Align with the project's communication strategy.
- Use the official hashtag (e.g., #HorizonEurope, #ProjectName) and tag partners.