



EU-SOLARIS ERIC Plan for Dissemination, Exploitation and Communication (PDEC)

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Executive summary

EU-SOLARIS ERIC is Europe's dedicated research infrastructure for Concentrated Solar Thermal (CST) and Solar Thermal Energy (STE) technologies. As the ERIC grows its community, enhances its service portfolio, and expands its scientific and industrial impact, a strong and coherent Plan for Dissemination, Exploitation, and Communication (PDEC) is essential to support long-term sustainability and visibility.

Dissemination Strategy

EU-SOLARIS ERIC will disseminate knowledge, scientific results, and technological capabilities through a coordinated multi-channel approach:

- **Websites:** Continuous updates to the EU-SOLARIS ERIC website, including resource sharing, service descriptions, open-access documents, and dedicated sections for collaborative initiatives.
- **Promotional Materials:** InfoDay materials, annual reports, posters, innovation catalogues, and other materials highlighting ERIC services, infrastructure capabilities, and technological advances.
- **Media Outreach:** Regular newsletters and active social media engagement (primarily LinkedIn) to maintain visibility among researchers, industry, policymakers, and the public.
- **Events and Conferences:** Participation in national and international events to disseminate research results, promote ERIC services, and strengthen collaborations across the CST community.
- **Training Programs:** Summer schools, doctoral colloquiums, Remote and transitional access, and mobility programmes to support Early-Stage Researchers and enhance human capital within CST/STE.
- **Open Access:** Full commitment to open-access publishing, sharing technical reports, datasets, and contributing to industrial standards and best practices in CST.

Communication Strategy

The communication strategy aims to raise awareness of EU-SOLARIS ERIC's mission, reinforce its identity, and engage diverse stakeholder groups:

- Digital Outreach: Regular updates through the website, social media, newsletters, and accessible visual communications.
- Events: Organisation of workshops, national meetings, and outreach activities to increase visibility and engage users, policymakers, and industrial stakeholders.
- Capacity Building: Communication of training opportunities, mobility schemes, and educational content to strengthen expertise and interest in CST and STE technologies.

Exploitation Strategy

EU-SOLARIS ERIC supports the transformation of research into practical, impactful applications:

- Workshops: Targeted technical and thematic workshops to facilitate innovation, foster collaboration, and promote the uptake of CST technologies by industry and research users.
- Industry Training: Hands-on training programmes and on-site sessions designed for industrial partners to apply research outcomes and access ERIC facilities effectively.
- IPR Management: Clear frameworks governing ownership, access rights, and exploitation rules, ensuring that knowledge and results generated through ERIC activities can be protected and used appropriately.

Intellectual Property Rights (IPR) Management

Effective management of intellectual property is central to enabling innovation and safeguarding the interests of the ERIC and its members:

- IP Ownership: Defined procedures for individual and joint ownership of results generated within ERIC-related activities.
- Knowledge Transfer: Structured mechanisms to support the protection, commercial exploitation, and responsible dissemination of CST knowledge and innovations.
- Expert Support: Legal and IPR specialists will provide guidance on IP issues, standardization processes, and contractual requirements, ensuring compliance with EU frameworks and best practices.

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LIST OF ABBREVIATIONS

BNN	Board of National Nodes
CSP/STE	Concentrating Solar Power / Solar Thermal Energy
ERIC	European Research Infrastructure Consortium
ESFRI	European Strategy Forum on Research Infrastructures
GA	General Assembly
IPR	Intellectual property rights
KPI	Key Performance Indicator
MD	Managing Director
RI	Research Infrastructure
SLA	Service Level Agreement
STC	Scientific & Technical Committee

1. Situation Analysis & Objectives

1.1. Context and Rationale

EU-SOLARIS ERIC is Europe's pan-European research infrastructure dedicated to advancing Concentrating Solar Thermal (CST) / Solar Thermal Energy (STE) technologies for high-temperature industrial applications: electricity generation, hydrogen production, materials processing, process heat, desalination, etc. This technology — leveraging mobile mirrors to concentrate sunlight on receivers — offers major advantages including high-temperature capability and thermal energy storage, enabling dispatchable energy and industrial heat for a sustainable energy transition.

As energy security, sustainability, and decarbonization become more central to EU policy, CST/STE is strategically positioned to contribute significantly. EU-SOLARIS ERIC was formally established in 2022, granting it legal capacity under the ERIC framework. Given the historic fragmentation of CST research infrastructures across Europe, creating a unified, distributed ERIC provides a unique opportunity to coordinate resources, optimize access, avoid duplication, and accelerate innovation at scale.

1.2. Current Membership & National Nodes

As of now, EU-SOLARIS ERIC includes the following **Member Countries and their national-node organizations**:

Member / Observer	National Node / Representing Entities
Spain (statutory seat / host)	CIEMAT-PSA; CENER; IMDEA Energía; Universidad de Lleida (UdL); Universitat Politècnica de Catalunya (UPC); CIC Energigune; Fundación Tekniker; UNED; Universidad Politécnica de Madrid; Universidad Carlos III de Madrid; Universidad de Almería.
France	CNRS-PROMES
Germany	DLR (DLR-SF / Solar Facilities)
Cyprus	The Cyprus Institute (Cyl)
Portugal (Observer)	LNEG; Universidade de Évora (UEVORA)
Greece (Observer)	CRES and CERTH

In addition, there is active interest and ongoing discussions for other countries/institutions to join as full members or observers (e.g. countries which have historically participated in CST/STE research).

This multi-national, multi-institutional membership ensures broad European coverage, combining complementary infrastructure, expertise, and access points — a core strength for advancing CST/STE at a continental scale.

1.3. Overall Objectives of the PDEC

This PDEC — tailored for EU-SOLARIS ERIC — seeks to:

- Ensure strategic dissemination, communication, and exploitation of CST/STE research and infrastructure services across Europe.
- Enhance visibility and recognition of EU-SOLARIS ERIC as Europe's reference CST/STE research infrastructure.
- Facilitate access to infrastructure, services, and expertise by scientific, industrial, and policy-making stakeholders across Europe and beyond.
- Promote standardization, interoperability, and open science principles (open access publications, shared data, transparent service access).
- Support long-term sustainability, growth of the ERIC, expansion of membership, and consolidation of a stable European CST/STE community.

1.4. Methodology and Approach

- The PDEC follows the structure and recommended practices of the European Union's Horizon Europe framework for dissemination, communication, and exploitation of research infrastructure outputs.
- Strategies are designed to ensure clarity, traceability, and measurable impact, with well-defined target audiences, key messages, channels, activities, and performance indicators.
- The approach leverages the distributed nature of EU-SOLARIS ERIC: central coordination through the statutory seat (Spain), and national-node implementation across member states — enabling both European-level cohesion and national-level outreach, capacity building, and service delivery.

2. EU-SOLARIS ERIC KPIs

EU-SOLARIS ERIC monitors its scientific, operational, managerial, and societal performance through a structured Key Performance Indicator (KPI) framework. These KPIs ensure excellence, transparency, and alignment with EU expectations for research infrastructures.

2.1. Communication KPIs

Objective: Increase visibility, awareness, and stakeholder engagement.

- **Website Performance**
Metric: Number of website visits, downloads, and returning visitors per year
- **Social Media Engagement**
Metric: Number of 4 posts/month, impressions, engagements, followers
- **Newsletters & Digital Outreach**
Metric: Number of newsletters issued/year, open rate %, click-through rate %
- **Promotional Materials Produced**
Metric: Number of materials (brochures, posters, catalogues, InfoDay packs, annual reports) created/year
- **Media Visibility**
Metric: Mentions in press, interviews, external articles/year

KPI	Metric	Target per Year
Website Performance	Visits, downloads, returning visitors	5,000 – 1,000 visits; 5–10 downloadable resources
Social Media Engagement	Posts, impressions, interactions, followers	4 posts/month; 500–1,000 interactions; 500 – 1,000 followers
Newsletters	Number issued, open rate, click-through	2 /year; 25–40% open rate
Promotional Materials	Brochures, posters, catalogues	3 - 6 items/year
Media Visibility	Mentions in press, interviews	2 - 5/year

2.2. Dissemination KPIs

Objective: Ensure open access to scientific results and promote knowledge exchange.

- **Open-Access Publications**
Metric: Number of peer-reviewed articles published in OA/year
- **Scientific Conferences & Events**
Metric: Number of conferences attended (presentations/posters)/year

- **Technical Workshops & Thematic Events**

Metric: Number of CST/STE workshops organized/year

- **Standards / Guidelines Contributions**

Metric: Number of contributions to CEN/CENELEC/ISO committees/year

- **Dissemination Outputs**

Metric: Number of public reports, guidelines, or technical documents published/year

KPI	Metric	Target per Year
Open-Access Publications	Peer-reviewed articles published OA	2 - 5
Scientific Conferences & Events	Presentations/posters	2 - 3
Technical Workshops & Thematic Events	CST/STE workshops	3 - 5
Standards / Guidelines Contributions	Contributions to committees	1 - 3
Dissemination Outputs	Public reports, guidelines, technical docs	2 - 3

2.3. Exploitation KPIs

Objective: Encourage uptake of ERIC services, technology transfer, and industrial collaboration.

- **Industry Engagement Events**

Metric: Number of meetings, trainings, or demos with industry/year

- **Innovation & Technology Transfer Outputs**

Metric: Number of exploitable results identified/year

Metric: Number of items added to the ERIC Innovation Catalogue/year

- **Use of ERIC Services (for exploitation purposes)**

Metric: Number of industry or R&D service access requests/year

- **IPR Training & Support**

Metric: Number of training sessions on IP/exploitation per year

- **Industrial Liaison Activities**

Metric: Number of presentations at industry forums/year

KPI	Metric	Target per Year
Industry Engagement Events	Meetings, trainings, demos	2 - 4
Exploitable Results Identified	New technologies/methods	2 - 5
Innovation Catalogue Entries	Added to database	3 - 5
Industry Access Requests	Requests for data, facilities	3 - 5
IPR Training Sessions	Staff & partners	1 - 2
Industrial Liaison Activities	Presentations at forums	1 - 3

2.4. Outreach & Stakeholder Engagement KPIs

Objective: Strengthen contact with policymakers, citizens, and strategic partners.

- **National / Regional InfoDays or Engagement Events**
Metric: Number per year
- **Public Outreach Activities**
Metric: Number of open events, exhibitions, public talks/year
- **Stakeholder Database Growth**
Metric: Number of new stakeholders added to the mailing list/year (GDPR-compliant)

KPI	Metric	Target per Year
InfoDays	National/regional engagement events	1–2
Public Outreach Activities	Open events, exhibitions, talks	2 - 3
Stakeholder Database Growth	New GDPR-compliant contacts	20/year

KPI Category	KPI	Metric
Communication	Website engagement	5,000 – 10,000 visits; 5–10 downloadable resources

Dissemination	Social media presence	500 – 1,000 followers; 500–1,000 interactions
	Newsletters	2 issues/year; 25–40% open rate
	Promotional materials	5 - 10 items (brochures, flyers, videos)
	Media visibility	2 – 5 mentions in EU media / trade press
	OA publications	2 – 5 articles in open access journals
	Conferences attended	2 - 5 international & EU events
	Workshops organized	3 - 5 workshops (targeted at researchers/industry)
Exploitation	Standards contributions	1 - 3 contributions (technical committees, ISO/IEC input)
	Public dissemination outputs	2 – 3 outputs (reports, white papers, infographics)
	Industry engagement events	2 – 4 events (roundtables, demo days)
	Exploitable results identified	2 – 5 results (technologies, methods)
	Innovation catalogue entries	3 – 5 entries in internal/external databases
Outreach	Industry access requests	3 – 5 /year (requests for data, facilities, collaborations)
	IPR training sessions	1- 2 sessions/year for staff and partners
	InfoDays	1- 2 events/year
	Stakeholder database growth	20 New contacts/year

3. Visual Identity

A unified visual identity ensures recognizability across all materials:

- **Logos, templates, colors, typography**
- **Presentation, flyer, and poster templates**

- Enforced across **digital platforms, events, and printed materials**

4. PDEC Stakeholders, Strategy, and Implementation

Concept

EU-SOLARIS ERIC serves as a unified European Research Infrastructure dedicated to Concentrated Solar Thermal (CST) technologies. Its mission is to provide open and coordinated access to state-of-the-art CST research facilities, supporting both scientific communities and industrial stakeholders. The ERIC's Plan for Dissemination, Exploitation, and Communication (PDEC) ensures effective engagement with stakeholders, maximizes impact, and promotes innovation in CST research. A core initiative under this plan is the deployment of an e-infrastructure for virtual access to CST facilities, facilitating collaboration, knowledge sharing, and the advancement of the European Research Area.

Interdisciplinarity

CST research spans multiple scientific and technological domains, including materials science, thermodynamics, automation, and renewable hydrogen production. EU-SOLARIS ERIC stimulates interdisciplinary research, driving innovations in high-temperature materials, thermal desalination, and water treatment technologies, while providing solutions aligned with EU sustainability and climate goals.

Stakeholder Influence and Interest

Understanding the influence and interest of its stakeholders is essential for EU-SOLARIS ERIC's strategic planning:

- **High Influence, High Interest:** ERIC member countries, governance bodies, and project leaders — crucial for strategic decision-making and operational success.
- **High Influence, Low Interest:** Funding bodies and regulatory authorities — important for resources but less engaged with day-to-day R&D activities.
- **Low Influence, High Interest:** Scientific and industrial communities — rely on ERIC for access to facilities, knowledge, and innovation services.
- **Low Influence, Low Interest:** Public entities or distant organizations with limited engagement in CST R&D.

Target Audiences and Key Messages

Audience	Key Message	Expected Impact
Scientific community	EU-SOLARIS enables advanced CST research and infrastructure access	Increased research uptake

Industry & SMEs	CST services and innovation support available via the ERIC	Higher industry engagement
Policymakers & authorities	CST contributes to EU energy transition and decarbonization	Policy alignment
Public & civil society	Solar thermal research supports sustainable energy	Awareness & public support
Standardization bodies	ERIC contributes to standards and best practices in CST	Harmonized approaches and adoption

5. PDEC Implementation Strategies

EU-SOLARIS ERIC implements a comprehensive set of strategies to achieve its objectives in governance, R&D services, innovation facilitation, and sustainability. These strategies form the operational backbone of the ERIC's PDEC, ensuring measurable impact across Europe.

a) Organizational Structure and Leadership

- **Functional Units and Portfolios:** EU-SOLARIS ERIC operates through dedicated units focused on governance, R&D service provision, industry engagement, and sustainability best practices.
- **Cross-Collaborative Leadership:** Each unit is led by experts from member institutions, fostering resource sharing, knowledge exchange, and collaborative CST development.
- **Central Coordination by the ERIC Office:** The ERIC Office ensures alignment of operational activities, efficient resource allocation, and monitoring across all units, supporting strategic objectives.

b) Stakeholder Engagement Strategy

- **Targeted Outreach:** EU-SOLARIS ERIC maintains active communication through InfoDays, workshops, newsletters, social media campaigns, and media engagement to reach scientific, industrial, and policy audiences.
- **Capacity-Building Programs:** Training initiatives empower early-career researchers, technical staff, and industry professionals to fully utilize ERIC facilities and contribute to CST innovation.
- **External Partnership Building:** Strategic collaborations with international R&D centers, industry consortia, and standardization bodies expand networks and strengthen Europe's position in CST research.

c) Monitoring and Evaluation (M&E)

- **Performance Indicators and KPIs:** Progress is tracked through KPIs covering communication, dissemination, exploitation, and outreach. Metrics include facility usage, publications, workshops, industry collaborations, and stakeholder engagement.
- **Reporting and Feedback Loops:** Regular reporting and stakeholder feedback mechanisms ensure ERIC activities remain aligned with strategic goals, allowing timely adjustments to services, communication, and R&D offerings.

AUDIENCE / STAKEHOLDER	STRATEGIC ACTIVITY	KPI / METRIC	TARGET (PER YEAR)
ERIC MEMBERS & GOVERNANCE	Internal strengthening, governance, SRIA development	Number of governance meetings; strategic documents produced	2–4 meetings; 1 SRIA update
SCIENTIFIC COMMUNITY	Facility access, training, publications, workshops	OA publications; workshops organized; facility usage	2 – 5 publications; 3–5 workshops; 50–100 users
INDUSTRY & SMES	Pilot e-infrastructure, innovation support, events	Industry access requests; engagement events; innovation catalogue entries	3 – 5 requests; 3–6 events; 5–10 entries
POLICYMAKERS & AUTHORITIES	Policy briefs, reports, standards contributions	Briefs/publications; standards contributions	1 – 3 /year; 1–3 contributions
PUBLIC & CIVIL SOCIETY	Outreach events, InfoDays, newsletters	Public awareness events; InfoDays; newsletter open rates	1 – 5 events; 2–3 InfoDays; 25–40% open rate
STANDARDIZATION BODIES	Technical input, best practices, workshops	Contributions to standards; workshops	1–3 contributions; 1–2 workshops

6. PDEC Obligations Towards the European Commission (EC)

The Plan for Dissemination, Exploitation, and Communication (PDEC) is a key instrument for ensuring that EU-SOLARIS ERIC meets its obligations to the European Commission. While the ERIC's primary focus is providing coordinated access to CST research infrastructures and advancing R&D services, the PDEC ensures compliance with EC policies, reporting requirements, and visibility expectations.

a) Deliverables and Reporting

- **Timely Submission of Reports:** The PDEC oversees the preparation and submission of all required reports to the EC, including annual activity reports, financial updates, and strategic progress reports.
- **Strategic and Annual Reports:** Comprehensive reports document the ERIC's outcomes, impact assessments, and lessons learned, providing the EC with transparent evidence of performance.
- **KPIs and Impact Metrics:** Key performance indicators related to communication, dissemination, exploitation, stakeholder engagement, and R&D outputs are systematically tracked and reported to the EC.

b) Compliance with EC Policies

- **Data Management and Sharing:** The ERIC ensures compliance with EC data management protocols, promoting open access to research outputs while adhering to data privacy and sharing regulations.
- **Sustainability and Green Initiatives:** EU-SOLARIS ERIC integrates eco-friendly practices across CST facilities, demonstrating alignment with the EU's sustainability and green transition policies.
- **Ethics and Governance Standards:** Adherence to EC ethical standards and governance requirements is prioritized, particularly regarding data protection, human resources, and transparency in operational procedures.

c) Dissemination and Public Engagement

- **Visibility of EU Contributions:** The PDEC ensures that the EC's support and contributions are visible through consistent branding, publications, and outreach activities.
- **Knowledge Sharing with the EU Community:** The ERIC actively disseminates research findings, best practices, and technical outputs across European research networks, forums, and communication channels to maximize impact and foster collaboration.

7. Monitoring and Evaluation (M&E) of Networking and Engagement Activities

To ensure transparency, progress, and measurable impact, EU-SOLARIS ERIC implements robust monitoring and evaluation mechanisms for its networking and engagement activities:

1. Standards Development and Contributions

- **Data Collection:** Track all standards proposed or contributed to, including submissions and recipient organizations.
- **Verification:** Confirm formal recognition by standardization bodies (CEN, CENELEC, ISO).
- **Impact Assessment:** Evaluate influence on industry protocol unification and CST interoperability.

2. Personnel Exchanges and Capacity-Building

- **Data Collection:** Record participant details, programs, institutions, durations, and objectives.
- **Analysis:** Assess knowledge transfer, skill development, and career progression of researchers and technical staff.
- **Impact Measurement:** Measure contribution to talent retention and professional development in the renewable energy sector.

3. Internal Access Projects and Facility Use

- **Data Tracking:** Log all projects using ERIC facilities, including objectives, milestones, and resources utilized.
- **Verification and Reporting:** Confirm accuracy and document impact on scientific progress and technological innovation.
- **Cumulative Impact Analysis:** Assess contribution of internal access projects to the overall knowledge base in CST technologies.

4. Workshops, Training, and Events

- **Monitoring Workshops and Training:** Record topics, participants, outcomes, and industrial engagement.
- **Verification:** Ensure accurate documentation of participation and alignment with capacity-building goals.

- **Impact Analysis:** Evaluate cumulative impact on skill enhancement, stakeholder engagement, and industry involvement.

5. Summer Schools and Educational Programs

- **Participant Tracking:** Collect detailed participant information, including demographics and program specifics.
- **Reporting:** Provide annual summaries of participation, topics covered, and outcomes.
- **Impact Evaluation:** Assess influence on knowledge advancement, practical skills, and future workforce development in CST research.

By implementing these strategies, EU-SOLARIS ERIC ensures **compliance with EC obligations**, demonstrates measurable impact, and promotes **transparent, evidence-based reporting** across all dissemination, exploitation, and communication activities.

8. Dissemination KPIs and Strategy

Objective:

Ensure open access to scientific results, promote knowledge exchange, and maximize visibility of EU-SOLARIS ERIC's research facilities and services.

a) Dissemination KPIs

Activity / Output	Metric / Indicator	Target (per year)
Open-Access Publications	Number of peer-reviewed articles published in OA	2 – 5
Scientific Conferences & Events	Number of conferences attended (presentations/posters)	2 – 3
Technical Workshops & Thematic Events	Number of CST/STE workshops organized	3 – 5
Standards / Guidelines Contributions	Number of contributions to CEN/CENELEC/ISO committees	1 – 3
Dissemination Outputs	Number of public reports, guidelines, or technical documents published	2 – 3

b) Dissemination Strategy

EU-SOLARIS ERIC implements a comprehensive dissemination plan to engage scientific, industrial, policy, and public stakeholders. The strategy leverages multiple communication channels and activities to ensure sustained engagement, promote scientific excellence, and support the ERIC's long-term objectives.

1. Dedicated Websites

- **EU-SOLARIS ERIC Website:** Serves as the central information hub, providing access to publications, facility information, events, and research outputs. The site is continually updated to ensure long-term relevance and engagement.
- **Project-Specific Pages (if applicable):** Integrates dedicated pages for major initiatives or pilots (e.g., virtual facility access), providing controlled access to scientific, industrial, and public audiences.

2. Promotional Materials

- **Innovations Catalogue, Posters, Brochures:** Tailored resources target specific audiences. Catalogues highlight technological advancements for industrial users, while posters and brochures communicate EU-SOLARIS's mission and achievements to the broader community.

3. News and Media Outreach

- **E-newsletters:** Regular newsletters keep stakeholders informed on research developments, events, and service offerings.
- **Social Media Engagement:** Active presence on platforms such as LinkedIn and Twitter to foster dialogue, attract collaborators, and increase awareness of CST research and ERIC activities.

4. Events and Conferences

- **National and International Events:** Organize annual InfoDays, thematic workshops, and training sessions across member countries to promote EU-SOLARIS ERIC services.
- **Participation in Scientific and Industrial Conferences:** Engage in global and European CST/CSP forums (e.g., SolarPACES, European Sustainable Energy Week, national energy conferences) through presentations, posters, and webinars to disseminate research outputs and network with stakeholders.

5. Specialized Trainings and Capacity-Building

- **Researcher Mobility and Training Programs:** Facilitate knowledge transfer and skill development for early-stage researchers and technical staff through structured programs, summer schools, and cross-institution mobility.

- **Internal and External Training:** Expand capacity-building activities to ensure broad uptake of CST technologies, operational best practices, and facility use expertise.

6. Open Access Publishing and Standards Development

- **Open Access Research:** Publish all eligible research outputs in compliance with EU guidelines to ensure transparency and wide dissemination.
- **Industrial Standards Contribution:** Actively participate in international standards committees to promote interoperability, support CSP industry growth, and foster wider adoption of CST technologies.

C) Scientific Dissemination

- Peer-reviewed publications (open-access preferred)
- Technical reports, guidelines, and CST standards
- Conference presentations, posters, webinars

Tools and Channels

Tool	Purpose	Target Group
Open access database	Free access to results	Researchers
Workshops	Knowledge exchange	Scientific / industrial users
Technical guidelines	Support CST development	Industry

9. Communication Strategy

Objective:

The communication strategy for EU-SOLARIS ERIC focuses on broadening awareness, fostering engagement, and promoting the practical impact of Concentrated Solar Thermal (CST) and Solar Thermal Energy (STE) technologies. It aims to strengthen EU-SOLARIS's visibility as a leading European Research Infrastructure Consortium (ERIC), facilitate knowledge exchange, and engage a diverse range of stakeholders including researchers, industry, policymakers, and the public.

a) Key Communication Objectives and Activities

1. Engagement through Digital and Public Outreach

- **Website Communication:** The EU-SOLARIS ERIC website serves as the central hub for timely updates, open-access publications, and information on events,

services, and CST research. Public-facing sections provide educational materials and news to foster engagement with a wide audience.

- **Social Media Interaction:** Active presence on LinkedIn, and other relevant platforms to disseminate research outputs, event announcements, and interactive content, creating ongoing dialogue with the scientific community, industry, and the general public.

2. Brand Development and Visual Outreach

- **Promotional Materials:** Brochures, posters, and other visual materials communicate EU-SOLARIS's mission, achievements, and industrial relevance. Consistent branding reinforces recognition of EU-SOLARIS as a central actor in CST research and innovation.

3. Events and Direct Interaction

- **National and International Events:** Annual workshops and high-profile events in member countries serve as focal points for stakeholder engagement. Events in Germany, France, Spain, Cyprus, and additional EU countries facilitate presentations, panels, and networking to strengthen collaboration within the CST community.
- **Conferences and CST Events:** Active participation in European and global CSP/CST conferences, such as SolarPACES and European Sustainable Energy Week, promotes knowledge dissemination and reinforces EU-SOLARIS's leadership in the field.

4. Training Programs and Capacity Building

- **Targeted Training Initiatives:** EU-SOLARIS conducts training sessions for researchers and industry professionals to enhance technical skills and promote best practices. Both internal and open-access programs, including summer schools and mobility-based trainings, strengthen human capital in CST research and technology deployment.

5. Knowledge Sharing and Open-Access Data

- **Open-Access Publications and E-Infrastructure:** EU-SOLARIS provides open-access scientific publications and a robust e-infrastructure to facilitate transparent research, data sharing, and collaboration among academic, industrial, and policy stakeholders.

b) Distinguishing Communication from Dissemination

While **dissemination** focuses on structured outreach to share scientific knowledge, technical results, and resources with defined technical and academic audiences, **communication** aims to:

- Expand general visibility of EU-SOLARIS ERIC.
- Promote brand recognition.
- Engage a broader audience including policymakers, industry stakeholders, and the public.

Communication emphasizes accessible narratives, visual materials, and interactive touchpoints, ensuring that CST and STE developments are understood and valued beyond the scientific community.

c) Communication and Dissemination Objectives

- **Raise Awareness and Support:** Increase recognition of EU-SOLARIS as an ERIC, promote open-access events, and highlight CST R&D initiatives.
- **Foster Scientific Excellence:** Support national, EU, and global scientific standards through e-infrastructure, training, and open-access events.
- **Expand Access to CST Knowledge:** Utilize publications, guidelines, and standards contributions to make CST knowledge widely accessible to academia and industry.
- **Engage Diverse Audiences:** Tailor outreach to the CST research community, industrial stakeholders, government bodies, other ERICs, and the general public.

d) Channels and Tools

A multi-channel approach ensures broad and sustained engagement:

- **Digital Platforms:** EU-SOLARIS website, newsletters, and social media.
- **Promotional Materials:** Brochures, posters, catalogs, and other visual assets.
- **Events and Workshops:** National and international events, conferences, thematic workshops, and training programs.
- **Open-Access Resources:** Publications, data repositories, and e-infrastructure to enable transparent research and information sharing.

Through these activities, EU-SOLARIS ERIC establishes itself as a central node for CST research in Europe, fostering collaboration, knowledge transfer, and industrial uptake of sustainable solar technologies.

10. Exploitation Strategy – EU-SOLARIS ERIC

Objective:

The exploitation strategy for EU-SOLARIS ERIC aims to maximize the impact and utility of its research infrastructures, services, and outputs by fostering industry collaboration, supporting technology transfer, and promoting the practical application of Concentrated Solar Thermal (CST) and Solar Thermal Energy (STE) technologies.

a. Targeted Workshops and Collaborative Events

- **CST Technology Workshops:** EU-SOLARIS ERIC organizes workshops to highlight key CST applications such as electricity production, industrial heat, water desalination, solar water treatment, and solar fuels. These events engage academia, industry, and the public to ensure broad understanding and uptake of CST technologies.
- **Doctoral Colloquiums:** Regular colloquia bring together PhD students and early-stage researchers across European CST laboratories to foster collaboration, knowledge exchange, and the development of future leaders in the solar energy sector.
- **Summer Schools:** Intensive training programs provide early-stage researchers and post-doctoral fellows with practical experience using EU-SOLARIS facilities, covering methodologies, tools, and best practices in CST research.

b. On-Site Industry Training

- **Industry-Focused Training Sessions:** Specialized, hands-on training sessions equip industry professionals with the knowledge and skills to implement cutting-edge CST technologies, bridging the gap between research and industrial application.

c. National Workshops and Stakeholder Engagement

- **National Workshops:** Workshops held in each member country aim to engage policymakers, industry representatives, academia, and funding agencies, highlighting national priorities, opportunities for collaboration, and the benefits of EU-SOLARIS infrastructure.

d. Knowledge Management and Intellectual Property (IP) Protection

- **ERIC Knowledge Management Policies:** EU-SOLARIS ERIC establishes clear policies for the management of background and foreground knowledge generated through its activities, including access rights and dissemination protocols.

- **IP Ownership and Joint Ownership:** Intellectual property generated by ERIC-supported activities will be managed according to contribution-based or joint ownership agreements, ensuring clear rights and responsibilities for all parties.
- **Expert IP Support:** Specialized guidance and expert consultation are sought to manage IP-related matters and ensure compliance with European Commission recommendations on effective knowledge management.

e. Knowledge Transfer and Exploitation Practices

- **Regular Review of Results:** EU-SOLARIS ERIC periodically evaluates outputs to identify knowledge with commercial or industrial potential, ensuring optimal exploitation of research results.
- **Training on IP and Exploitation:** Researchers, technical staff, and industry partners receive guidance on IP policies, commercialization pathways, and best practices for knowledge transfer.
- **Technology Transfer Support:** The ERIC actively facilitates partnerships between research institutions and industry, promoting adoption of CST technologies and enhancing the practical impact of its infrastructures.

f. Exploitable Results Categories

- Technical know-how
- CST component testing methodologies
- Data and modeling tools
- Operational protocols
- Innovation portfolio

g. Exploitation Pathways

- Licensing opportunities
- Joint research with industry
- Integration in standardization bodies
- Adoption in ERIC service catalogue

Roles and Responsibilities

Role / Unit	Responsibilities
Director Manager	Strategic oversight, coordination across all ERIC activities, alignment with EU objectives.
Communications Office	Manage web platforms, social media, newsletters, promotional materials, and public outreach.
Technical Workstreams	Provide scientific content, support dissemination activities, contribute to publications and workshops.
National Nodes	Local stakeholder engagement, organization of events and workshops, support for industry and academic collaborations.
Training & Capacity-Building Team	Design and implement training programs, summer schools, and mobility initiatives for researchers and industry staff.
IP & Exploitation Team	Manage knowledge transfer, IP protection, commercialization strategies, and support industry uptake.
Standardization Liaison	Coordinate contributions to CEN, CENELEC, ISO, and other relevant committees; ensure adoption of best practices.

11. Risk Assessment and Mitigation – EU-SOLARIS ERIC

Objective:

To identify potential risks that may impact the implementation of the Plan for Dissemination, Exploitation, and Communication (PDEC) and to define mitigation strategies to ensure continuity, effectiveness, and alignment with EU-SOLARIS ERIC objectives.

Risk Category	Description	Potential Impact	Likelihood	Mitigation Measures
Stakeholder Engagement	Limited engagement from industry, academia, or policymakers	Reduced uptake of ERIC services, missed collaboration opportunities	Medium	Early identification of key stakeholders; targeted outreach campaigns; regular

				communication and feedback mechanisms
Communication & Visibility	Low website traffic or social media engagement	Reduced awareness of ERIC activities and research outputs	Medium	Continuous monitoring of analytics; adapt content strategy; increase interactive and multimedia content
Scientific Dissemination	Delays in publications, workshops, or conferences	Lower visibility of research outputs and reduced credibility	Medium	Establish publication timelines; regular progress reviews; integrate contingency slots for conferences
Training & Capacity Building	Low participation in summer schools or mobility programs	Limited knowledge transfer and skill development	Low-Medium	Promote programs widely via newsletters, websites, and national nodes; offer remote participation; track registrations in advance
Industry Engagement & Exploitation	Weak industry uptake of ERIC services or low participation in training	Reduced impact of CST technologies and missed technology transfer opportunities	Medium	Maintain dedicated industry liaison; organize targeted workshops; provide tailored access programs

Intellectual Property (IP) & Knowledge Management	Disputes over IP ownership or misuse of results	Legal or reputational issues; delayed exploitation	Low	Clear IP and knowledge management policies; early training and briefing for all participants; regular audits of IP processes
Standardisation Activities	Contributions to committees not recognized or implemented	Limited influence on industry standards; reduced adoption of best practices	Low-Medium	Close coordination with standardization bodies; timely submission of contributions; follow-up on implementation
Resource & Operational Risks	Staff turnover, budget constraints, or infrastructure downtime	Delays in PDEC implementation; reduced service provision	Medium	Cross-training of staff; contingency planning; periodic review of budgets and resource allocation
Data Management & Open Access Compliance	Non-compliance with EU data management policies	Potential EC non-compliance, reputational risk	Low-Medium	Regular training on data management; implement monitoring system; periodic audits
External Factors	Political, economic, or pandemic-related disruptions	Cancellation of events, reduced stakeholder engagement,	Medium	Develop hybrid/virtual event formats; flexible planning; regular risk monitoring and

restricted access to facilities	scenario planning
------------------------------------	----------------------

Mitigation Approach:

EU-SOLARIS ERIC will implement a **proactive risk management framework** including:

1. **Regular Monitoring:** Monthly or quarterly review of risks and mitigation actions by the Director Manager and PDEC teams.
2. **Contingency Planning:** Backup plans for events, publications, and training in case of disruptions.
3. **Stakeholder Feedback Loops:** Collect feedback from participants and partners to anticipate potential issues.
4. **Resource Flexibility:** Maintain buffer capacity in staff allocation and budgets to address unforeseen challenges.
5. **Documentation and Reporting:** Track risk incidents and mitigation outcomes to inform continuous improvement and compliance with EC obligations.

12. Data Management for Communication

Contact Data Collection

- Consent for each mailing list
- Opt-out option
- Secure storage

Data Categories

- Name, institution, email
- Stakeholder type
- Communication preferences

13. Conclusion

The exploitation strategy ensures that research results are effectively transformed into practical applications. By fostering collaboration among academia, industry, and policymakers, and implementing robust IP management practices, the project

promotes CST technological advancement and contributes to sustainable energy solutions, societal progress, and economic growth.

14. Intellectual Property Rights (IPR) Management

IPR Framework and Principles

Aligned with EC recommendations:

- **Internal IPR Management:** Clear guidelines for creation, protection, sharing.
- **Knowledge Transfer:** Facilitate transfer to external stakeholders while protecting rights.
- **Collaborative Research:** Rules for managing and exploiting jointly created IP.

Ownership of Results

- **Individual Ownership:** Sole contributor owns IP.
- **Joint Ownership:** Clarified via agreements or licenses.
- **Commercial Application:** Regular review for potential exploitation; protection measures applied.

Knowledge Transfer and Dissemination

- Dissemination only after confirming no harm to partners.
- Regular questionnaires to assess commercial potential and protection needs.

Training and Awareness

- Ongoing guidance on policies, practices, and legal frameworks.

Expert Guidance

- Consultation with patent offices and legal advisors as needed.

15. Annexes

1. **Dissemination Activity Log Template**
2. **KPI Tracking Sheet**
3. **Event Attendance Form**
4. **Visual Identity Overview (logos, colors, typography, templates)**

Annex 1

EU-SOLARIS ERIC's PLAN FOR DISSEMINATION, EXPLOITATION AND COMMUNICATION.

Table structured to encompass the dissemination and exploitation of EU-SOLARIS ERIC activities						
Activity Description	Date	Partner(s) Involved	Location	Outcome/Results	Evidence (e.g., reports, photos)	Remarks
					-	
					-	
					-	
					-	
					-	
					-	
					-	
					-	
					-	
					-	

Annex 2 KPI Tracking Sheet

<i>KPI Category</i>	<i>KPI</i>	<i>Source / Data Collection</i>	<i>Target (per year)</i>	<i>Current Value</i>	<i>Trend</i>	<i>Notes / Actions</i>
<i>Communication</i>	Website engagement	Google Analytics / CMS	5,000 – 10,000 visits			
<i>Communication</i>	Social media presence	LinkedIn / Analytics	500 – 1,000 followers; 500–1,000 interactions			
<i>Communication</i>	Newsletters	Mailchimp / email platform	2 issues; 25–40% open rate			
<i>Communication</i>	Promotional materials	ERIC inventory / publication log	3 – 6 items			
<i>Communication</i>	Media visibility	Press mentions / news articles	2 – 5 /year			
<i>Dissemination</i>	OA publications	Institutional repository / journals	2 – 5			
<i>Dissemination</i>	Conferences attended	Event reports / travel logs	2 – 5			
<i>Dissemination</i>	Workshops organized	Workshop reports / registration lists	3 – 5			
<i>Dissemination</i>	Standards contributions	CEN/CENELEC/ISO reports	1 – 3			
<i>Dissemination</i>	Public dissemination outputs	Reports / white papers / infographics	2 – 3			
<i>Exploitation</i>	Industry engagement events	Event reports / attendance logs	2 – 4			
<i>Exploitation</i>	Exploitable results identified	Internal tracking / innovation log	2 – 5			
<i>Exploitation</i>	Innovation catalogue entries	ERIC database	3 – 5			
<i>Exploitation</i>	Industry access requests	Facility access logs	2 – 5			

<i>Exploitation</i>	IPR training sessions	Training logs / attendance	1 – 2
<i>Outreach</i>	InfoDays	Event reports / attendance lists	1 – 2
<i>Outreach</i>	Stakeholder database growth	Mailing list / CRM	20 new contacts

Annex 3 — Event Attendance Form

1. Event Details

- **Event Name:** _____
- **Event Date(s):** _____
- **Event Type:** ☐ Conference ☐ Workshop ☐ Exhibition ☐ InfoDay ☐ Other: _____
- **Location (City, Country):** _____

2. EU-SOLARIS ERIC Representation

- **Representative(s) Name(s):** _____
- **Role(s) at Event:** ☐ Speaker ☐ Panelist ☐ Exhibitor ☐ Attendee ☐ Other: _____

3. Audience & Stakeholder Engagement

- **Primary Audience:** ☐ Researchers ☐ Industry ☐ Policymakers ☐ Public ☐ Other: _____
- **Number of People Engaged (estimate):** _____
- **Key Contacts / Stakeholders Met:**
 1. _____
 2. _____
 3. _____

4. Event Activities & Contribution

- **Presentation / Talk / Session Title (if applicable):** _____
- **Materials Distributed:** ☐ Brochures ☐ Flyers ☐ Reports ☐ Other: _____
- **Demonstrations / Exhibits / Showcases:** _____

5. Outcomes & Follow-Up

- **Immediate Results / Observations:** _____
- **Follow-Up Actions Required:** _____
- **Potential Collaborations / Partnerships Identified:** _____

6. Additional Notes: _____

Completed by: _____

Date: _____

Annex 4 Visual Identity Overview

1. **Typography:** Manrope Variable Font
2. **Logos:**



3. **Template:**



Título para la presentación de Eu Solaris Eric

Septiembre 2021



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eu-solaris.eu

Título de sección

Subtítulo de sección

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Tabla 1. Historial de documentos

Campo 1	Campo 2	Campo 3	Campo 4
Información 1	Información 2	Información 3	Información 4
Información 1	Información 2	Información 3	Información 4
Información 1	Información 2	Información 3	Información 4

Índice tipo

Tema	2
Tema	5
Tema	12

Tema	20
Tema	21
Tema	35

Listado de tablas tipo

Tabla	2
Tabla	5
Tabla	12
Tabla	20
Tabla	21
Tabla	35

Tabla 2. Lista de abreviaturas

Abreviatura	Descripción
Abreviatura	Descripción de abreviatura
Abreviatura	Descripción de abreviatura
Abreviatura	Descripción de abreviatura

1. Introducción

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- Tema que describir.
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Imagen 1. Descripción de la imagen