



D9.1 – Dissemination and Communication Plan (DCP) and actions

Work Package 9 – Dissemination, Communication and Knowledge Transfer (I)

Task 9.1 - Communication and dissemination strategy and actions

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ABBREVIATIONS AND ACRONYMS

EU	European Union
WP(s)	Work Package(s)
RES	Renewable Energy Sources
CINEA	European Climate, Infrastructure and Environment Executive Agency
GA	Grant Agreement
DSO	Distributor System Operator
TSO	Transmission System Operator
EES	Electrical Energy Storage
PV	Photovoltaic
KPI	Key Performance Indicator



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EXECUTIVE SUMMARY

The following document provides the communication and dissemination plan for the LUMENS project that will guide its activities throughout its three years of duration. Chapter 1 presents the goals, objectives and audiences of the communication and dissemination activities. Meanwhile, chapter 2 overviews the different communication tool and how they will be used, and chapter 3 dives into the relevance of events for LUMENS and which ones will be organised or attended by partners. Finally, chapter 4 explains the roles of the consortium within the communication and dissemination efforts and chapter 5 the performance and its tracking expected for the whole duration of the project.

LUMENS aims to push for the competitiveness of renewable energy sources plants across the EU, with a special focus on utility-scale infrastructures, by enhancing safe and economically efficient solutions and working towards the net-zero emissions goal. Therefore, this communication and dissemination strategy has been designed to reach a wide range of stakeholders that can benefit from the LUMENS results, such as technology providers, energy communities or policymakers.

As the leader of Work Package 9 dedicated to communication and dissemination activities, CLERENS will support each consortium partner to bring into LUMENS their expertise and networks, ensuring a wide range of connections and stakeholders. These dissemination efforts will be focused on giving publicity to the goals achieved by the project and create public knowledge that will allow targeted audiences to benefit from them and gain understanding of the challenges and solutions linked to the competitiveness of utility-scale RES plants.

This Dissemination and Communication Plan is intended to be a live document and it will be regularly checked and an updated version will be available as of M18.



1 Goals, Objectives and Audiences

1.1 Communication and Dissemination long-term goals

LUMENS project aims at enhancing the competitiveness of renewable energy sources plants across the EU, specifically of utility-scale infrastructures, by promoting secure and cost-effective solutions and paving the path towards net-zero emissions. Therefore, the Dissemination and Communication Plan (DCP) will seek the promotion and visibility of the results of the project and the knowledge obtained from the work done throughout its duration.

The major goal of the communication work carried out in LUMENS is to ensure the correct dissemination of project findings, tools and strategies across borders and sections, while engaging public and stakeholder engagement through a structured communication and dissemination strategy. For this purpose, a detailed dissemination and communication plan will be developed to connect with target audiences, foster cooperation and information sharing among the consortium and preserving openness and transparency.

1.2 Communication and dissemination objectives

The Communication and Dissemination activities in LUMENS will be organised in two different Work Packages: WP9 and WP10 (Dissemination, Communication and Knowledge Transfer I and II).

The main objectives of the communication and dissemination activities for LUMENS are:

1. Develop and implement a tailored Dissemination and Communication Plan (DCP) to effectively convey LUMENS key messages.
2. Establish a dialogue with key enablers, engage stakeholders and establish close links with relevant platforms through engagement and networking activities.
3. Compile a thorough collection of knowledge transfer materials derived from the project outputs.
4. Contribute when invited by CINEA to common information and dissemination activities to increase the visibility and synergies between Horizon Europe supported actions.

1.3 Dissemination strategy

The dissemination strategy and activities are developed according to the principles and best practices already used by CLERENS and following the European Commission guidelines for successful dissemination.

A clear dissemination strategy ensures that there is an organised approach to promoting the project results and impact. Supported by the communication channel,



resources and activities designed for general and specialised audiences, this will increase LUMENS's visibility and engagement. The LUMENS dissemination plan guarantees that the targets achieved will be publicised and that the public is aware of the most recent developments. For this, it is crucial the identification and mapping of stakeholders (the people to **whom** the information will be disseminated), as it will allow the tailoring of and customisation of the messages (**what** it will be disseminated). This also promotes the creation of more relevant content for the aimed stakeholders and ensures a more efficient use of the communication resources (**how** to disseminate). Project partners will be assisted in the implementation of the communication activities and to achieve the dissemination objectives throughout the LUMENS direction.

1.4 Targeted communication channels and audiences

To optimise the communication resources and ensure the effective dissemination of results, it is crucial to define the target audiences of the LUMENS project. This will allow a better tailoring of the communication ideas and activities, as they will be in line with their interests and behaviours.

CLERENS, as the WP9 and 10 leader and supported by the rest of the partners, will work on the dissemination of the activities as defined in the Grant Agreement. It will also lead the monitoring of the activities at partner level which could be relevant to the project, maximising the efficiency of the communication efforts. Table 1 shows a summary of the main stakeholder groups it is aimed to reach, the communication channels and the goals for each of them.

1.4.1 Renewable energies producers and system operators

It includes utility-scale RES plant producers and electric system operations, such as DSOs and TSOs. They will benefit from the LUMENS outcomes to improve their operational efficiency, local acceptability, long-term viability and scalability of RES. They will also benefit from the improved market stability and wider usage of these systems. For them, it is key to inform about the LUMENS toolkit and success cases to encourage and engage them in the use of RES.

1.4.2 Energy Market Operators

Energy traders and electricity market participants such as aggregators, utilities, consumer and prosumers will be users of the set of solutions and recommendations that LUMENS will develop to provide market operators with the capacity to predict energy mixes and prices and thus act accordingly. This will support the market global resilience, as well as converting it into a more open and accessible sector for energy traders.

1.4.3 Renewable energy communities and energy-intensive industries

They play a key role in the placing, allocation and integration of RES plants. Benefiting from nearby RES through financial bonuses, acceptance from local



communities will also improve the idea the general public may have in regard of renewable energy systems. The key messages for them include market schemes and insights that may reduce their energy bills and maximise the benefits of RES integration.

1.4.4 Technology manufacturers working in the fields of hybridisation and RES

Technology providers, especially those of solar panels, wind turbines and storage systems are also indirect beneficiaries of the project findings, as LUMENS pushes for a broad introduction of renewable energies in the current electricity market. Moreover, the integration of hybrid EES and RES plants will increase the amount of energy producers interested in applying the hybridisation model on their own energy systems. They will need to be aware of how LUMENS will enhance a larger and more reliable penetration of RES in the grid, increasing potential buyers of technology.

1.4.5 Policymakers, financial bodies, standardisation and public bodies

Public authorities are essential due to the weight of the regulatory framework to the proper implementation and exploitation of the project results. Key messages for them includes sending them the positive impacts LUMENS will bring to the European energy community in terms of renewable energies uptake. LUMENS will also contribute to the development of markets and respective financial frameworks, help identify key regulatory barriers and bottlenecks in the project and propose solutions to address them.

1.4.6 General public

The general public will be informed through storytelling tools and videos, sending the message of the increasing European competitiveness and social impacts and safety.

Target audience	Communication channels/tools	Goals
Renewable energies producers and system operators	-Workshops, seminars or any other relevant events. -Publications. -Participation in external conferences and events. -Website.	-Uptake of the LUMENS toolkit. -Dissemination of success cases to engage in the uptake of RES. -Improved synergies and co-operation.

	-Social media. -Dissemination materials.	-Disseminate project results and findings.
Energy Market Operators	-Workshops, seminars or any other relevant events. -Publications. -Participation in external conferences and events. -Website. -Social media.	- Use LUMENS solutions and recommendations to increase market resilience and make it more open. -Improved synergies and co-operation. -Dissemination of project findings.
Renewable energy communities and energy-intensive industries	-Workshops, seminars or any other relevant events. -Publications. -Participation in external conferences and events. -Website. -Social media.	-Improve image of RES plants and renewable energy systems. -Maximise the benefits of RES integration. -More efficient synergies. -Dissemination of project outcomes.
Technology manufacturers working in the fields of hybridisation and RES	-Relevant events. -Workshops, conferences. -Final event. -Publications. -Website. -Social media.	-Larger and more reliable penetration of RES in the grid, leading to increased number of potential buyers. -Raise awareness of the benefits of hybrid EES and RES plants. -Disseminate project results. -Push for the competitiveness of RES plants.
Public authorities and policymakers	-Relevant events at all levels. -Final event. -Liaison with other EU communities. -Publications. -Website. -Social media.	-Raise awareness of RES plants. -Accelerate the competitiveness of the RES plants. -Disseminate project outcomes. -Influencing new regulation and policymaking.

		-Contribution to the EU's net-zero path.
Media and general public	-Website and social media. -Final event or any other event organised. -Dissemination materials. -Articles and press releases. -Promotional video.	-Keep the civil society informed about the results and the latest developments in RES plants.

Table 1. Targeted audiences and communication channels

The table below presents other EU-funded projects with whom LUMENS could partner up with for collaboration and joint initiatives. It is also planned to collaborate with “sister projects” (EU-funded projects under the same Horizon Europe call), as well as the BRIDGE Initiative and the Horizon Results Booster.

Project Acronym	Project title	Grant agreement	Duration	Connection with LUMENS
HarvRESt	Harnessing the vast potential of RES for sustainable farming	101136904	01.01.2024 – 31.12.2026	It addresses the integration of renewable energies in agriculture, providing decision-making tools and guidance for farmers and policymakers. LUMENS will use its multi-actor engagement approach, extending the insight to bigger community contexts and RES deployments
PSIONIC	High voltage, room temperature single-ion polymer electrolyte for	101069703	01.07.2022 – 31.06.2026	It works on the safe and efficient batteries for electric vehicles, fostering the adoption of clean transportation solutions. LUMENS will reinforce renewable integration by aligning PSIONIC's cutting edge



	safer all solid state lithium metal batteries			technology with LUMENS RES strategy
EMERGE	Energy system modelling for green development of Africa	101118278	01.12.2023 – 30.11.2026	It drives sustainable energy solutions in African regions through co-designed tools and knowledge bases. LUMENS will use these strategies to replicate renewable energy projects in places like Africa, adapting the technologies to the local context.
WENDY	Multicriteria analysis of the technical, environmental and social factors triggering the PIMBY principle for Wind technologies	101084137	01.10.2022 – 30.09.2025	WENDY has developed a multi-criteria toolbox to boost social acceptance of wind farms by integrating social, environmental and engineering insights, and LUMENS will extend this toolbox for wider renewable energy applications such as PV plants.

Table 2. Key projects to establish synergies with LUMENS

2 Communication and Dissemination Tools

The communication and dissemination tools defined below for LUMENS are complementary and mutually reinforcing. As mentioned in the previous section, the different audiences will be targeted in various ways. The external communication and dissemination strategy will be implemented by CLERENS and the rest of the consortium combining online content, media relations, events and networking and all these activities will be developed with a collaborative approach and require the active involvement and engagement of all the consortium partners according to their skills, networks and role in LUMENS.

2.1 Social media

To achieve better visibility of the project and its activities, social media will be used to push the attraction of LUMENS, amplifying its results to a wider audience and creating a dialogue between communities. It is a way to obtain feedback from the public and these social media channels will build bridges between users where they can debate about the project, its objective and the results.

CLERENS will be in charge of managing all the social media accounts, taking into consideration consistency in publishing and avoiding overlapping. The chosen social media channels are complimentary and will be used to communicate in different ways. Both social accounts will be live by the end of November 2025 (M2), as stated in the Grant Agreement. The social media sites to be used are:

- **X (@LUMENS_project)**: previously known as Twitter, it is a social media and news platform, often used for short communication messages, for instance, during an event. As the communication is short and concise, it will be used for appearances of the project in large-scale events. It also allows for people that are not physically there to follow the event and easily engage with the audience. Following the CINEA recommendations, the handle @cinea_eu will be used to increase visibility, as well as relevant hashtags such as #HorizonEurope.
- **LinkedIn (LUMENS)**: it is an online platform designed to enhance networking between professionals and provides the space for professional discussions, which allows the consortium and the targeted audiences to engage in an environment meant for professional interactions. This page is aimed at informing LinkedIn users about the projects and it could lead to the creations between prospect interested parties. The writing style will differ from X, as it allows for longer posts and it is aimed to more technical and professional content.

2.2 Social media analytics

CLERENS will be in charge of tracking the results of the social media activities of LUMENS. Hashtags will be used to monitor the conversations happening in social



media. The tracking of these will allow to leverage the communication efforts and conversations relevant to the project and where the focus on the conversation should be.

The selected social media channels have built-in analytics tools that will provide details on the audience and will allow to conduct geographic analysis, enhance important figures and define the stakeholder groups participating in the conversation, as well as gather information on the followers' growth and the engagement rate. This information will also reveal the audience's level of project awareness. This will allow LUMENS to tailor the content to the needs of the audience and identify the relevant conversations and trends.

2.3 Promotional materials

LUMENS promotional materials will be introduced by M4 (January 2026) and they will include a leaflet, a roll-up and a poster.

The promotional flyer will be developed and later distributed to the consortium partners so they can further disseminate it through their own networks and channels, and in public events to reach non-specialised communities and the relevant stakeholders. It should include relevant details concerning the goals, extent and relevance of the project. The main goal is for it to be eye-catching so it can push the partners, stakeholders and external audiences to support and engage with the project. It will be printed in sufficient quantities for the whole duration of the project.

The roll-up will also be designed in line with the visual identity of the project and printed to be used during exhibitions and events to catch the eye of audiences due to its size, with the project's name on the top with the logo. The logos of all the partners will be shown on the design, and it will also be used to take pictures with the consortium partners.

Moreover, a general poster about LUMENS will be created for exhibition and events, respecting the visual identity of the project and showcasing the most relevant information about it so it serves as a brief introduction.

In general, all the promotional materials will be designed in line with the defined visual identity.

2.4 Newsletter

The bi-annual newsletter, planned to be launched in M5 (February 2026), will be used to provide updates about the project to the relevant audiences. It will be sent before to LUMENS partners for its review and approval, and they will also contribute with content to the newsletter and promote it through their own communication channels. Targeted audiences will be able to subscribe to the newsletter through a form that will be available on the website.

The newsletter will include the following:



1. Overview of the project's process
2. Articles published on the website during that period
3. Events and announcements
4. Public deliverables available on the website
5. Social media post

2.5 Promotional video

According to the Grant Agreement, the video will be ready by M12 (September 2027). This presentation video will include the vision and objectives of LUMENS and it will be developed by an external provider. It will be displayed in multiple ways in events attended by partners, and workshops, conferences and social media. The impact on engaging audiences and its promotion strategy will be further developed in next dissemination and communication reports.

2.6 Media relations

To increase the relevance and visibility of LUMENS, CLERENS will be in touch with general and specialist media. General media will be used for informing the public about LUMENS and, in specific occasions, specialised media will be used to reach specific stakeholder groups. Press releases will be a key tool to optimise and increase the project's visibility and impact.

These press releases will highlight the project's goals, progress and results achieved at specific moments, such as the final event. CLERENS will make use of its network, as well as other partners, to ensure that media, journalists and any other relevant groups receives them. The content will match the interests of the targeted audiences.

3 LUMENS events

As outlined in the Grant Agreement, LUMENS consortium will take part and organise events, including workshops, conferences or the final event, which have the goal of presenting LUMENS results. Partners will also participate in external events, at least two per partner according to the Grant Agreement, for dissemination purposes. Participating in these events remains key in sharing the outcomes of the project with a wider audience and the public and policymakers can discover what has been achieved through presentations, panel discussions and networking opportunities.

These interactions increase the visibility and impact of the project, pushing for collaborative discussions, real-time feedback and potential partnerships.

3.1 Awareness raising and engagement events

CLERENS will support in the dissemination and promotion of the events organised under Task 3.1 for local warm-up, aimed at promoting the project's vision and objectives and mobilising key actors through knowledge sharing and exchanging best practices. These events will also support the creation of the Collaborative Network.

The stakeholder's participation and feedback are key elements of the DCP and most of the aforementioned channels (website, newsletter, social media) will be used to inform them about these events.

3.2 Workshops and webinars

According to the Grant Agreement, CLERENS will provide the guidance and dissemination support to host at least two workshops to showcase the solutions developed by LUMENS. Consortium partners will support these dissemination efforts through their own communication channels and the sector-related communities.

3.3 Final event

A final event will be organised by CLERENS on M36 (September 2028). This event will be key in bringing together stakeholders to discuss the results achieved by the project, the challenges and solutions encountered throughout its duration and discuss the legacy of the project. It will cover the future strategy, expectations and exploitation and lay the groundwork for subsequent deployment and uptake.

3.4 Attendance to external events

The dissemination of LUMENS results will rely on their presentation at external events. With the support of the consortium, CLERENS will update the list of events where LUMENS can be presented and it will be a shared responsibility of the partners to attend, as they all must participate in at least two to benefit from the networking opportunities they bring in.



External events are good opportunity to engage with unreached stakeholders or to reach a wider audience, adapting the language to them. The LUMENS consortium will also count with a strong stakeholder network, as developed in WP3, that will ensure the wider dissemination of the projects results and that the range of actors that might be interested is covered. Moreover, these will also facilitate collaboration with related projects and initiatives.

Table 3 presents a list of events that can be relevant for LUMENS.

Event	Date	Location	Activities performed	People reached
EU Sustainable Energy Week (EUSEW 2026)	June 2026	Brussels & Online	Policy sessions, networking fair, awards, youth engagement	Policymakers, industry, NGOs, general public
World Sustainable Energy Days 2026	24–27 Feb 2026	Wels, Austria	Conferences, workshops, technology showcases	Industry, researchers, policymakers
EU Clean Energy Transition Conference 2026	26 Feb 2026	Brussels	Panel discussions, policy dialogues	Policymakers, industry leaders
19th IAEE European Conference	6–9 Sep 2026	Munich, Germany	Academic presentations, policy debates	Researchers, policymakers, energy economists
Energy Tech Summit 2026	15–16 Apr 2026	Bilbao, Spain	Innovation pitches, investment forums	Industry, investors, startups
AI for Energy Transition Europe 2026	11–12 March 2026	Rotterdam, The Netherlands	Networking opportunity	Industry, tech developers, policymakers
Intersolar Europe 2026	10–12 Jun 2026	Munich, Germany	Trade fair, product exhibitions, workshops	Industry, technology providers, general public
Global Renewable Energy Conference (GRCREN 2026)	17–18 Sep 2026	Rome, Italy	Keynotes, networking, technology showcases	Industry, policymakers, researchers

WindEurope Annual Event	21-23 April 2026	Madrid, Spain	Exhibition, panel discussions, keynote speeches	Industry, academia, researchers, policymakers
Solar Power Summit	5-6 May 2026	Brussels, Belgium	Exhibition, panel discussions, keynote speeches	Industry, academia, researchers, policymakers
Enlit Europe	10-12 November 2026	Vienna, Austria	Exhibition, networking opportunities, panel discussions	Industry, technology providers, researchers, policymakers
KEY – The Energy Transition Expo	4-6 March 2026	Rimini, Italy	Networking opportunities, panel discussions, keynote speeches	Industry, technology providers, researchers, academia

Table 3. External events relevant for the LUMENS consortium



4 Internal coordination and responsibilities

CLERENS will be leading the communication and dissemination activities, but the support of the consortium partners is needed to ensure that they provide the relevant contributions to the outreach activities. CLERENS will be in charge of the content production, coordination and adaptation.

4.1 Roles and responsibilities of partners

All consortium partners must actively participate according to the communication strategy. As WP9 and WP10 leader, CLERENS will lead the communication activities and accountable for the proper exchange information among the consortium, as well it will ensure the proper dissemination of the project activities and outcomes. Thanks to its consolidated and extensive networks, CLERENS role as a dissemination leader and ensures the attraction of potential stakeholders throughout the EU, such as Energy Storage Europe or ETIP-SNET.

This participatory approach is a priority for all the partners, as it includes the promotion of project outcomes and inclusion of all stakeholders. Partners will indeed take part and support content creation for the communication channels, organisation of events and feedback for the dissemination activities.

Regarding budget, the one assigned to CLERENS includes the cost of communication supplies and equipment, including the final event, website and video production, printing materials, visual identity, etc.

Table 4 shows the key positions and the communications team at CLERENS.

Association/Organisation	Main communication responsible	Support
CLERENS	Sara Pernas Paredes	Stefani Krečar Fatima Ahmed Doriana Forleo

Table 4. Communications team at CLERENS and support

5 Performance assessment

A set of indicators has been selected to track the success of the communication and dissemination activities. The results of LUMENS will be monitored throughout its entire duration, including online press and media coverage. These results will be shared during the project's General Assemblies.

By gathering quantitative data, KPIs will be used to assess the performance, and they will allow the improvement of the quality of the dissemination activities by identifying the shortcomings or overlapping actions and addressing them.

5.1 Evaluation and Key Performance Indicators

The performance of the website and the social media channels will be evaluated through their in-built analytics tools, as well as by consulting consortium partners. Table 5 presents an overview of the Key Performance Indicators identified in the Grant Agreement and their targets as well.

Tool	Indicators	Target
Project visual identity and captative logo	Common image and branding to recognise and give visibility	Imagery in all communication materials
Project website	Online visits	≥ 10,000
Social media	Members	≥ 1,000
Newsletters	Subscribers	≥ 100
Project promotional material	Leaflets	≥ 250
	Video visualisation	≥ 500
Scientific and technical publications	Number of papers	≥ 3
	Downloads of technical publications	≥ 50
Cooperation with other projects	Collaborated EU related projects	≥ 6
Social and professional networking	Collaboration agreements with relevant networks	≥ 5
Press media	Number of press releases	≥ 5
Training workshops	Number of workshops	4

Conferences, workshops and events	Number of attended conferences	≥8
	Number of organised workshops	≥10
	Number of participants in final conference	≥100

Table 5. Evaluation and key performance indicators

5.2 Deliverables

The deliverables related to the LUMENS communication and dissemination activities can be found on table 6 below.

Deliverable	Month due	Responsible
D9.1 – Dissemination and Communication Plan (DCP) and actions	M3	CLERENS
D9.2 – Dissemination and Communication Plan (DCP) and actions (update)	M18	CLERENS
D9.1 – LUMENS web page	M4	CLERENS
D10.1 – Dissemination and Communication Plan and actions (II)	M36	CLERENS

Table 6. Deliverables related to communication and dissemination activities

6 Conclusion

This document (D9.1) provides the guidelines to follow for the dissemination and communication activities and what it is expected from these efforts. It identifies and defines the methods, channels and activities that will be used to promote LUMENS goals and outcomes, as well as it identifies the roles and responsibilities each consortium partner has with CLERENS leading Work Package 9. Moreover, it also explains the efforts that will be made in order to achieve the biggest impact using the communication tools available. This document will serve as a strategy guideline and it will serve as a basis and guide for consortium partners to support any efforts on the dissemination side, but it also meant to be live so it will be regularly updated.

This deliverable does not include the visual identity and website of the project, as this will be reported in D9.3 (LUMENS webpage) as stated by the Grant Agreement.

This Dissemination and Communication Plan will be monitored and updated in D9.2 (Dissemination and Communication Plan (DCP) and actions (update)) and finalised with 10.1 (Dissemination and Communication Plan and actions (II)).

