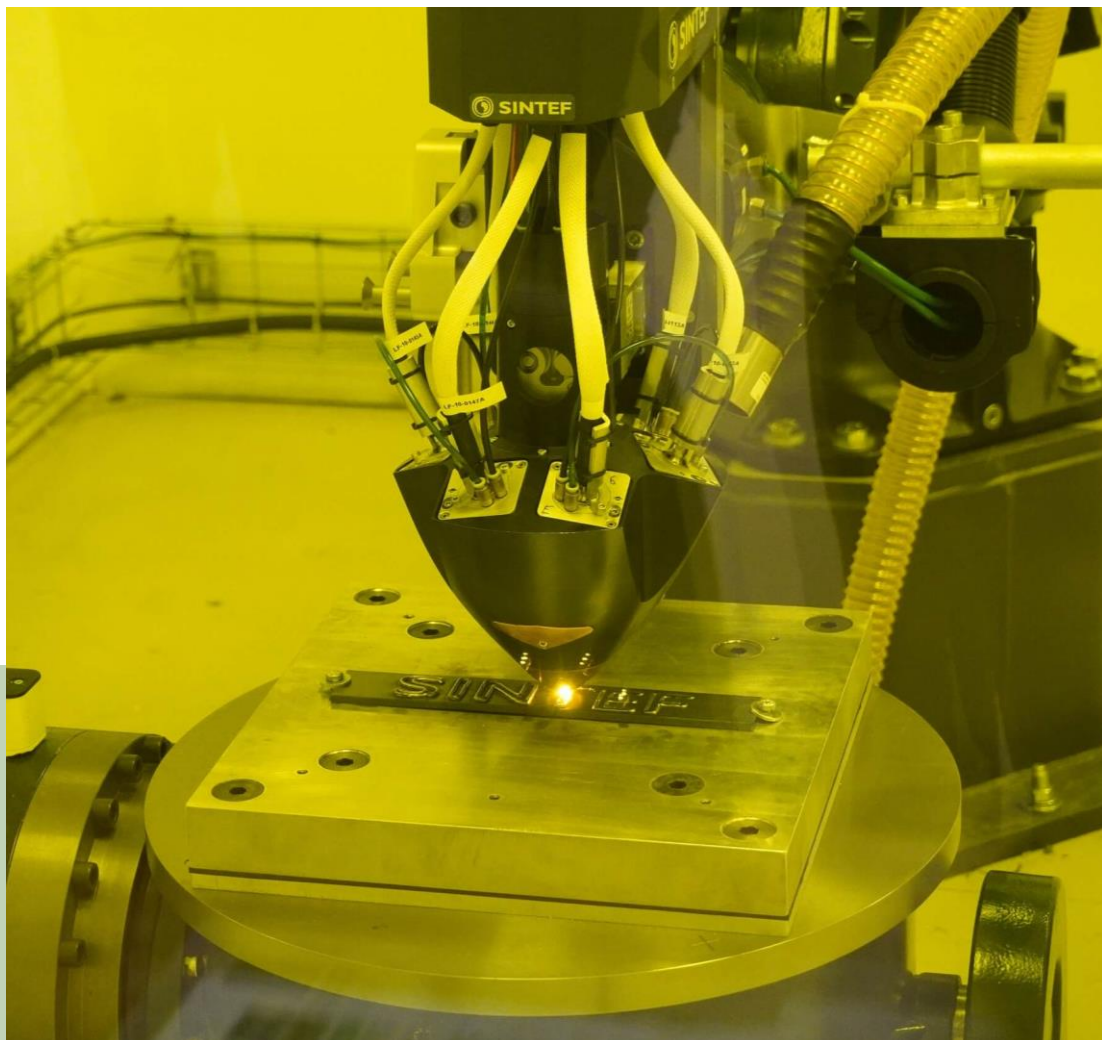# ALABAMA

Deliverable 10.1:
Dissemination, Plan and Activities

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Version 1.1

Co-funded by
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Project

Project title	Acronym	Grant agreement nr.	Project start	Project end
Adaptive Laser Beam for Additive Manufacturing	ALABAMA	101138842	01.01.2024	01.01.2028

Deliverable

Name of deliverable	Deliverable nr.	Work Package
Dissemination, plan and activities	10.1	WP10 – Dissemination, Communication, IPR & Project Management, Period 1

Dates & Partners

Due date	Submission date	Main authors	Contributing partners	Reviewers
31.12.2024	09.12.2024	SINTEF	N/A	SCAI

Abstract

The communication dissemination of the ALABAMA project plays a pivotal role in contributing to the achievement of the project's goals and effectively reaching its target groups. By disseminating information about the project, its objectives, and outcomes, the communication efforts aim to create awareness and engage target groups.

The ALABAMA project Deliverable 10.1 covers all the planned aspects regarding communication and dissemination and the target groups to be involved. Additionally, the communication measures to be put in place for each of the foreseen activities are also described, including the tools to be used and an indicative place and time to organize them. Figure 1 represents the dissemination instruments overview of the project. It comprises three main areas, Printed Materials, Online Presence and Others.

Online precence	Printed Materials	Other
• Webiste • Partner websites • LinkedIn • Youtube • Newsletter	• Roll-ups • Flyers • Posters	• Presentation • Event • Press Release • Technical articles

Figure 1 – ALABAMA dissemination overview

Revisions

Version	Submission date	Comments	Author
v0.1	2024-09-24	First draft	SINTEF
v0.9	2024-11-27	Reviewed	SCAI
V1.0	2024-12-02	Finished version	SINTEF
V1.1	2024-12-09	Updated version	SINTEF

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Acronyms and definitions

Acronym	Meaning
ALABAMA	Adaptive Laser Beam for Additive Manufacturing
AM	Additive Manufacturing
OEM	Original Equipment Manufacturer
TG	Target Group
RTO	Research and Technology Organizations
EU	European Union
SoMe	Social Media
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator

About the ALABAMA project

The ALABAMA project aims to develop and mature adaptive laser technologies for AM. The objective is to decrease the porosity and to tailor the microstructure of the deposited material by shaping the laser beam, both temporally and spatially, during the AM process.

The key innovations in the project are to develop multiscale physics-based models to enable optimization of the AM process. These process parameters will be tested and matured for multi-beam control, laser beam shaping optics and high-speed scanning. To ensure the quality of the process, advanced online process monitoring and closed loop control will be performed using multi spectral imaging and thermography to control the melt pool behavior coupled with wire-current and high-speed imaging to control the process.

To verify that the built material fulfills the requirements, advanced characterization will be conducted on coupons and on use-cases. The matured technology will be tested on three use-cases; aviation, maritime and automotive. These three industrial sectors span a broad part of the manufacturing volumes: from low numbers with high added value, to high numbers with relatively low cost. However, all these sectors struggle with distortions, stresses and material quality.

The ALABAMA use-case demonstrators will improve the compensation for distortions during the AM process, reduce the build failures due to residual stresses, reduce porosity and improve tailoring of the microstructure. Overall, this will contribute to up to 100% increase in process productivity, 50% less defects, 33% cost reduction due to increased productivity and energy savings, a reduction of 15% in greenhouse gases and enable first time-right manufacturing thanks to simulation, process monitoring and adaptive control.

The end users will insert the technologies while the sub-technologies developed in the work packages will be commercialized. This will increase the autonomy for a resilient European industry.

Contents

1. Introduction

This document outlines the communication and dissemination strategy of the ALABAMA project, designed to foster collaboration, and effectively achieve project goals with targeted groups. Furthermore, the strategy outlined here aims to ensure that the project's findings, innovations, and outcomes are effectively communicated to its intended audiences.

The project's target groups are the following:

- OEMs of industrial products/components (TG1 Primary end users)
- Manufacturing and AM services, engineering services (TG2 Secondary end users)
- Higher education, RTOs, clusters (TG3 Research ecosystem)
- Industry associations, EU and national policy making bodies, financing institutions (TG4 Policy makers / financial authorities)
- General public (TG5 General public)

The ALABAMA project employs a range of customized communication and dissemination strategies to effectively engage diverse target groups. For instance, participating in industrial/scientific conferences enables the project to demonstrate its innovative technologies, research findings, and success stories to a specialized audience. This direct engagement with industry professionals, entrepreneurs, and investors actively seeking technological advancements fosters valuable interactions.

Moreover, the ALABAMA project leverages success stories to illustrate the tangible impact of its initiatives. These narratives are disseminated through various channels such as websites, social media platforms, and press releases, extending outreach beyond research and industry circles to a broader audience. This comprehensive approach ensures that communication efforts are tailored to meet the specific needs and interests of various target groups, enhancing their understanding, engagement, and potential for collaboration.

WP10 is designated for Dissemination, Communication, IPR & Project Management in Period-1 of the project. The objectives of this work package are as follow:

- Project management
- Technical management
- Data management
- Establishment of advisory board
- Dissemination
- Communication

WP10 is structured around 7 tasks to accomplish its objectives:

- T10.1 Dissemination & communication plan and website
- T10.2 Dissemination and communication activities

- T10.3 IPR management
- T10.4 Technical & Risk management and QA
- T10.5 Data, ethics, and GDPR management
- T10.6 Advisory Board Management
- T10.7 Administrative and financial management

This deliverable (D10.1) is part of T10.1 and connects with T10.2, as it will outline the activities planned for T10.2. Deliverable will provide a framework to manage and coordinate the dissemination and communication activities. The document covers target audiences, how the communication will be delivered, what information will be communicated, the purposes of the communication activities, the frequency of the communications, related KPIs and evaluation tools. It also includes planned dissemination and communication activities, impact assessments, and strategies for engaging all defined target groups. Deliverable 10.1 summarizes the dissemination and communication strategy of ALABAMA, while progress and updates for each period will be reported through the project period (M12, M30, M48).

ALABAMA Project Consortium covers 12 partners from 6 countries (Norway, Germany, Spain, Sweden, Italy, and Ireland).

Figure 2. Partners and their logos

2. Communication and dissemination

The objectives regarding the project branding, development of the project website, social media communication, press release and other communication materials are described along the next sub-chapters.

Throughout the project's entire lifespan, communication and dissemination efforts are carried out. These activities progressively raise public awareness, ensuring that the project's objectives, activities, and outcomes are visible at each stage and phase. Here are the stages and phases that the communication and dissemination (D&C) strategy will follow:

Stage	Phase	Timeline	Description
Initial	Awareness	M1-M6	**Kick-off** **Visual Identity and Setup:** • Develop the project's visual identity, including the logotype and website design. • Establish social media channels. • Create project templates for consistent communication. **Awareness Building:** • Promote ALABAMA project visibility. • Enhance recognition and make the project recognizable. • Share the project's objectives with the public.
Inter-mediate	Interest	M7-M20	**Event Participation:** • Attend relevant events, conferences, and exhibitions. • Engage with stakeholders. **Content Development:** • Create marketing material and social media content. • Disseminate information through Open Calls. **Collaboration and Networking:** • Collaborate with other projects. • Network with relevant stakeholders. **Knowledge Sharing:** • Publish scientific articles. • Develop training materials.

	Developed	M21-M36	**Continued Dissemination:** • Build upon existing dissemination efforts. • Engage with targeted audiences. **Internal Training Events:** • Conduct training sessions within the project team. **Event Organization and Participation:** • Organize and participate in relevant events. **Social Media Presence:** • Maintain a strong presence on social media platforms
Final	Matured	M36-M48	**External Training Events:** • Conduct training sessions for external participants. **Exploitation Workshop:** • Organize a workshop to explore project results and potential applications. **Event Organization and Attendance:** • Participate in relevant events. • Organize additional events as needed. **Knowledge Sharing:** • Publish training materials and share project results. **Standardization Engagement:** • Provide suggestions to standardization bodies. **Market Awareness:** • Maximize awareness of ALABAMA exploitable results within the target market and industry. **Sustainability Plan:** • Develop a plan for long-term project sustainability. **Final Event:** • Organize a concluding event to showcase project achievements
Post-project	Final results	M48 -	**Results Disclosure:** • Share project outcomes and results. **Partner Engagement:** • Maintain social media presence.

			• Update the project website with an end-of-life package. **Knowledge Sharing:** • Be present in webinars and workshops.

Table 1 – Dissemination and communication strategies

2.1. Branding

Creating a robust identity for the ALABAMA project is crucial for ensuring that all materials are recognized as part of a unified effort. To achieve this, we identified the project's primary goals, the target audiences, and the benefits these groups will receive. This information will be incorporated into promotional materials such as flyers, posters, and press releases. The following sections will provide more details on the type of the information included.

Press releases will announce major project milestones, partnerships, and events, and we build relationships with the media to secure coverage and interviews.

A logo has been created to represent the project, aligning with its name and objectives. Standard and alternative logos, color palette for the logo variants and logo guidelines are given below.
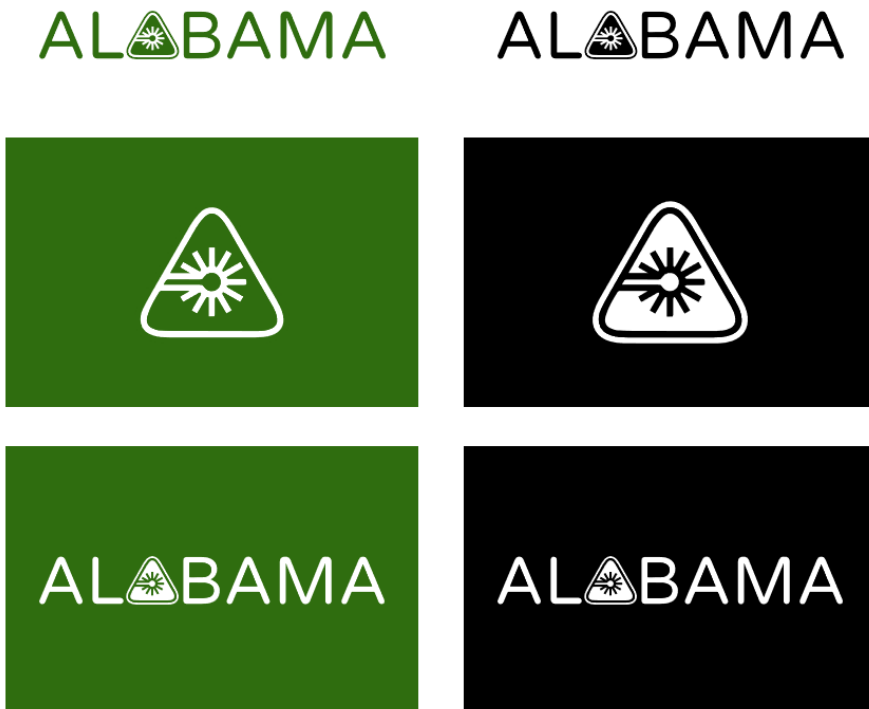
Figure 3. ALABAMA standard and alternative logos

Color Palette

Logo variants

Figure 4. Logo variants color palette

Do not change the color. Use colors in the palette.	Do not crop the logo.	Do not rotate the logo.

Figure 5. Logo guidelines

The typography and color schemes for the ALABAMA project were developed to align with the brand identity and maximize impact.

ALABAMA's main font is OPEN SANS, which is available in all Office 365 apps such as Word, PowerPoint and Excel.
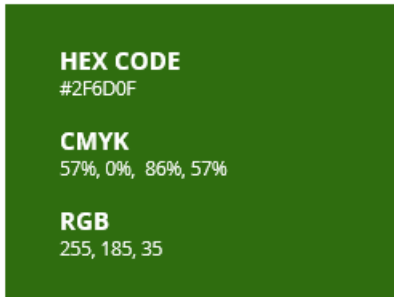

Figure 6. ALABAMA's main font: OPEN SANS

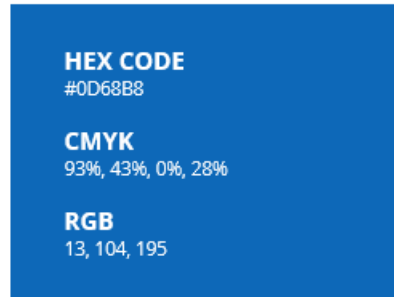The color palette and how it will be used for variety, highlighting or to make gradients is given below.

Color Palette

The **palette** can be used for variety, highlighting or to make gradients.

Main color #1

HEX CODE
#2F6D0F

CMYK
57%, 0%, 86%, 57%

RGB
255, 185, 35

Main color #2

HEX CODE
#0D68B8

CMYK
93%, 43%, 0%, 28%

RGB
13, 104, 195

Highlight

HEX CODE
#FFE38F

CMYK
0%, 11%, 44%, 0%

RGB
255, 227, 143

HEX CODE
#000000

CMYK
0% 0% 0% 100%

RGB
0, 0, 0

HEX CODE
#FFFFFF

CMYK
0% 0% 0% 0%

RGB
255, 255, 255

HEX CODE
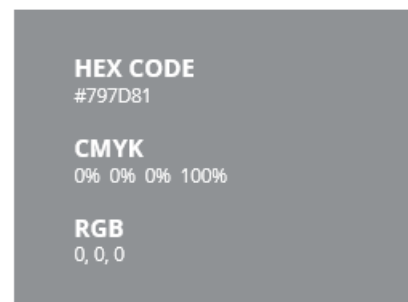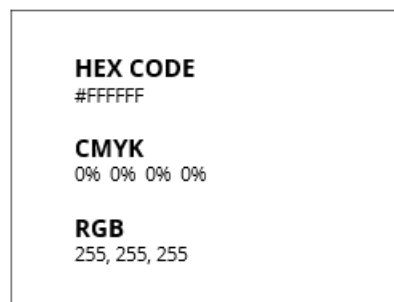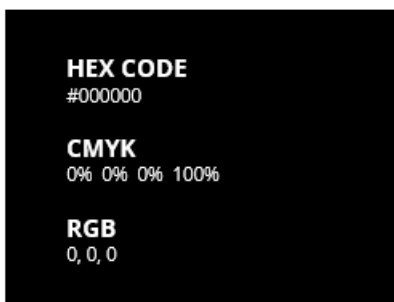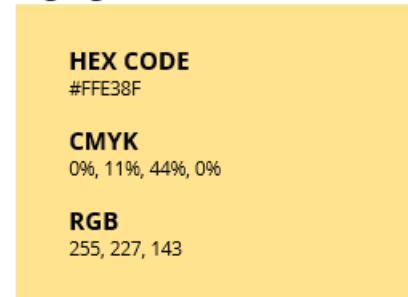#797D81

CMYK
0% 0% 0% 100%

RGB
0, 0, 0

Figure 7. Color palette

2.2. Promotional Materials

The ALABAMA project will create various marketing materials to bolster project activities, including posters, roll-ups, and flyers, with the intention of designing one for each type. Posters and roll-ups will primarily serve at events, workshops, conferences, and presentations associated with ALABAMA. Flyers are particularly effective for disseminating project information, being easily printable locally and transportable, allowing them to be distributed quickly to any relevant conference or event, even on short notice.

The design of these materials will use consistent graphical and textual elements, ensuring alignment across all marketing materials. This approach will establish ALABAMA as a recognizable brand for future use, facilitating continuity and post-project exploitation efforts.

2.3. ALABAMA Website

2.3.1. Website structure

A specific website for ALABAMA (www. alabama-project.eu) is being developed and will serve as a central hub for information, news, resources, and updates. The website will act as a platform to communicate new information relating to the project during and after its duration. It will give an overview of the project, outlining its main objectives and tasks. It will contain

contact points for the ones that want to know more about ALABAMA. The website will also allow the promotion of the partner's involvement in the project, and it will be linked to partners' websites and vice versa. The project website will also connect to chosen SoMe-platforms.
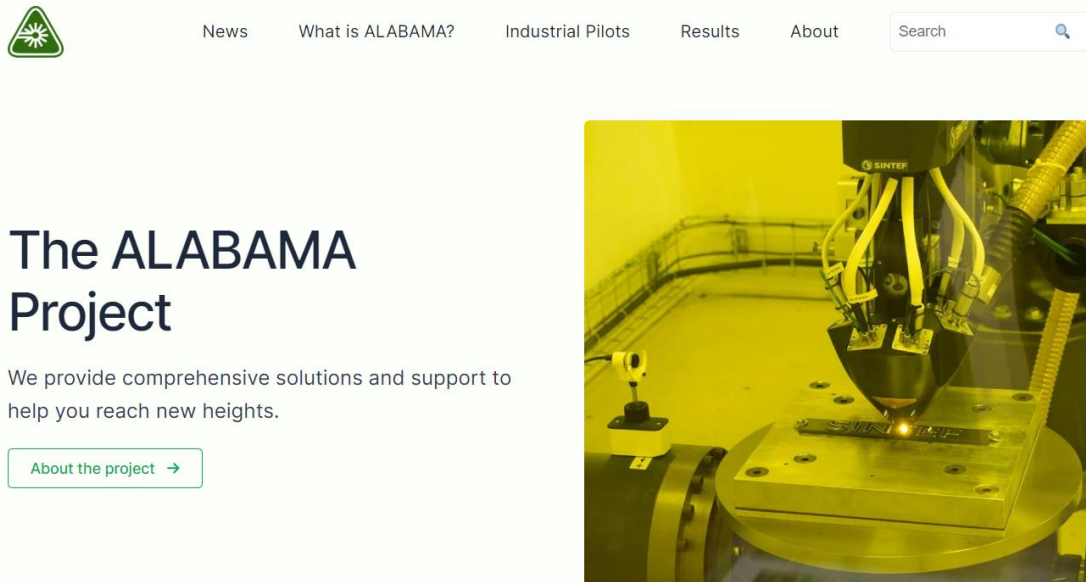

Figure 8 – The ALABAMA website

2.3.2. Analytics

The project will employ suitable tools, including social media analytics and GDPR-compliant web analytics such as Matomo, to assess the impact of the website.

2.4. ALABAMA in social media

2.4.1. Goals

The communication of the ALABAMA project will focus greatly on its objective. Besides that, the intentions of the communication and connection using social networks are the following:

- Involve the community in related sectors aware of the existence of the ALABAMA project.
- Develop connection and collaboration with other projects, research infrastructures and initiatives.
- Share project updates, success stories, and relevant industry news.
- Provide a regular flow of information to key stakeholders.

The ALABAMA project plans on having 400 engagements per year, 3 posts per month and 40 posts or re-posts per partner for the total of the channels/platforms for the total duration of the project.

Considering media and education, there will be two main social media general videos that will be advertised for the two demonstration workshops . Each of the use cases will organise a

webinar and prepare an educational video. There will also be two demonstration workshops between M36 and M46 to present and discuss project results. We plan more than 20 videos deployed in SoMe and on the website news highlighting the developments in the project. These activities aim to further develop knowledge of the project outcome and to spread awareness.

2.4.2. Key message and Channels of Communication

2.4.2.1 Social Media

We use LinkedIn and other platforms to connect with our audience and share key updates about the ALABAMA project. Our engagement approach includes consistent posting and interactive content. We highlight project achievements, success stories, and informative visuals, contributing to a noticeable increase in audience engagement.

2.4.2.2 Key Messages

The primary messages we convey focus on the project's aim of enhancing product quality, reliability, and cost-efficiency for stakeholders in the industrial sector, particularly OEMs of industrial products and components. We also emphasize the advantages of ALABAMA technologies for small and medium-sized enterprises, ensuring our messages are tailored to meet the needs of each target group.

2.4.2.3 Channels of Communication

Our communication strategy involves a multi-channel approach, utilizing newsletters, webinars, and our project website to distribute information effectively. We organize workshops, conduct surveys, and foster community engagement and collaboration with EU research and innovation initiatives. By partnering with various organizations and using different communication platforms, we maximize our outreach and impact.

Through these efforts, we provide essential insights to our target groups, including policymakers and the public, ensuring they understand the significance of our work in advancing manufacturing technologies and improving product outcomes.

2.4.3. Impact assessment

The success of the communication campaign can be assessed by evaluating if the expected impacts were achieved.

ALABAMA has defined several indicators for the communication and dissemination activities that will be closely monitored in terms of progress. These will be more detailed in 2.7.

A dissemination tracker is kept in the shared folder to store and assess the dissemination activities of the project. This, together with website-, SoMe- and Events analytics (2.3.2, 2.4.1 and 2.6). The Tracker tool is shown in Figure 9 and Figure 10.

Social Media (posts, updates, events)									Add New Row
Partner	Status	Date of publication	Activity description	Channel	Type of content	Type of audience	Countries addressed		Link
			Please leave this row empty. Click on the **add new row** button above.						

Figure 9. Dissemination Activities Tracker - Social Media tab

2.5. Publications

The ALABAMA project will publish open access scientific papers, popular science articles, infographics, podcast episodes, website content, press releases, and newsletters.

The project plans to publish 15 green or gold open access scientific papers and aims to produce at least 5 popular science articles.

To effectively reach all relevant media channels simultaneously, the project plans to issue at least 2 press releases outlining its objectives and features. These press releases will be made available to all partners for dissemination to third parties, placement on their websites, and inclusion in relevant publications.

Throughout the project, electronic newsletters will be created to showcase the latest achievements, developments, events, and opportunities. These newsletters will aim to increase awareness among all project stakeholders. A minimum of 5 newsletters are planned to be published over the course of the project.

The project intends to engage diverse target groups through the creation of a minimum of 4 infographic designs. Additionally, it plans to produce at least 1 podcast episode to expand its audience reach.

Throughout the entire duration of the project, the project website will actively publish a minimum of 20 articles and updates, showcasing the ongoing results and developments of the project. This ongoing dissemination will ensure that stakeholders and interested parties are consistently informed about the project's progress and outcomes.

2.6. Events

The ALABAMA project aims to participate in a minimum of 23 events, including at least 8 international and 5 national scientific or industrial conferences. Additionally, the project plans to engage in at least 10 networking activities to enhance visibility, foster connections, and maximize collaboration.

The project also plans to organize 2 workshops, conduct 4 pilot visits for demonstrations to target audiences, host at least 1 international public event to showcase transferable results, and hold at least 3 webinars to provide AM-oriented guidelines and recommendations for ALABAMA adoption.

An excel file to collect all event's related information is available for partners in the project's SharePoint site:

Workshops, Seminars, Conferences and Exhibitions										Add New Row
Partner	Status	Date of event	Title	Role	Type of event	Location	Type of audience	Number of Attendees	Countries addressed	Link
			Please leave this row empty. Click on the **add new row** button above.							

Figure 10. Dissemination Activities Tracker - Events tab

2.7. Planned Dissemination Activities summary

Along with the information already provided in this deliverable, additional activities are planned for development throughout the project. The following table summarizes all these activities.

ACTION	GOAL	CHANNELS	YEAR/ FREQUENCY	TARGET GROUP	EFFECT
What?	**Why?**	**Where?**	**When?**	**Who?**	**KPI**
Visual identity	*Branding*	*Website, presentations, documents, etc.*	*Y1*	*All*	
Website	*To provide a public, online showcase of the project*	*A search engine optimized website on a dedicated .eu domain*	*Y1*	*All*	
Social media	*To draw attention to the project by posting interesting content and news.*	*Project and Partners' own social media channels*	*Y1-Y4 / Frequently throughout the project*	*All*	*≥48*
Video	*To reach the target audience through a visual medium*	*Project & partner websites, social media*	*Y1-Y4*	*General public*	*≥3*
Graphical print materials (poster, flyer, roll-up)	*To use in physical events.*	*Workshops, conferences, and meetings.*	*Y1*	*Industrial, scientific*	*1 design of each type*
Network participations	*To provide visibility, networking, a*	*Physical and digital*		*Industrial, scientific*	*≥10*

	channel to reach stakeholders.				
Participation in scientific and industrial conferences	*To maximize visibility and collaboration of the project.*	*Physical*		*Industrial, scientific*	*≥8 international ≥5 national*
Organization of an international public event	*To showcase widely the transferable results*	*Physical*	*Y4*	*All*	*≥1*
Organization of workshops & pilot-site visits	*To make demonstrations for target audiences.*	*Physical*		*Industrial, scientific*	*2 workshops 4 visits*
Webinar	*To provide AM-oriented guidelines and recommendations towards ALABAMA adoption.*	*Digital*		*Industrial, scientific*	*≥3*
Scientific publications	*To disseminate the results of the project.*	*Green/Gold open access*		*Scientific*	*≥15*
Popular science publications	*To reach out to the scientific community / those who are interested in the technology*	*Magazines, blogs & external websites*		*General public*	*≥5*
Infographics	*To spread news about the project to different target groups.*	*Project & partner websites, social media*		*General public*	*4 designs*
Podcast episodes	*To reach a bigger audience.*	*Partner podcast or external podcast*		*All*	*≥1*
Project website articles & news	*To spread news about the project to different target groups.*	*Project website*	*Y1-Y4*	*All*	*≥20*
Press releases	*To effectively reach out to all the relevant media channels at once.*	*Partner websites and press release services*	*Y1-Y4*	*All*	*≥2*
Newsletters	*To update subscribers about the project.*	*Project website*	*Y1-Y4*	*Industrial, scientific*	*≥5*

Table 2 – Dissemination activities

3. Monitoring

ALABAMA recognizes the importance of continuous monitoring and evaluation of its communication and dissemination strategy implementation, along with the inclusion of mitigation actions if needed. By closely monitoring the effectiveness of the strategy, the project can estimate its reach, impact, and reception among the target groups. This monitoring process involves analysing key performance indicators to assess the strategy's effectiveness in reaching the intended audience.

ALABAMA will monitor the implementation of the communication and dissemination strategy periodically on M12, M30 and M48. To this end, the project will:

- Implement metrics to track the reach and engagement of communication activities, such as website traffic, social media analytics, and newsletter subscriptions.
- Conduct periodic surveys and interviews with SMEs and stakeholders to evaluate the effectiveness of the communication strategy and make necessary adjustments.
- Analyse media coverage, event participation, and other qualitative indicators to assess the project's visibility and reputation.

In cases where the desired outcomes are not being achieved or potential challenges appear, mitigation measures can be swiftly implemented. These measures may include adjusting the messaging and content, diversifying communication channels, refining the targeting strategy, or seeking additional collaborations with relevant partners. The continuous monitoring process allows for real time feedback and adaptive decision-making, ensuring that the project's communication and dissemination efforts remain aligned with its goals and responsive to the evolving needs of the target groups.