HORIZON-EIC-2022-PATHFINDERCHALLENGES-01



Project No. 101115115

Interoperable end-to-end **P**latform of scalabl**E** and sustain**A**ble high-th**R**oughput techno**L**ogies for **DNA**-based digital data storage

Deliverable 6.5
Final report: Plan for dissemination and communication activities

WP6 – Communication, dissemination and exploitation

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Contents

Revision history 2
Contents 3
Partner short names 4
Abbreviations 4
Executive summary 5
1 Introduction 6
2 Approach evaluation 7
2.1 Stakeholder focus 7
2.2 Key messages 7
2.3 Visual identity 8
2.4 Funding acknowledgement 8
2.5 Open Science and other principles 8
2.6 Tools 9
3 Activities evaluation 9
3.1 Communication activities 10
3.1.1 Project website 10
3.1.2 News Posts 11
3.1.3 Social Media 12
3.1.4 Press releases 12
3.1.5 Newsletter 14
3.1.6 Digital, print and audio-visual materials 14
3.1.7 Public engagement 20
3.1.8 Popular science outlets 22
3.1.9 EIC-Pathfinder Challenge Portfolio public event 22
3.2 Dissemination activities 23
3.2.1 Scientific publications 23
3.2.2 Scientific conferences and events 25
3.2.3 Industry and collaborative events 27
3.2.4 End of Project Symposium 28
3.2.5 EIC-Pathfinder Challenge portfolio webinars 29
3.3 Summary of activities 30
4 Conclusion and next steps 32

Partner short names

No.	Organisation	Short name
1	**BioSistemika**	BioSis
2	**Gottfried Wilhelm Leibniz Universität Hannover**	LUH
3	**Imagene SA**	IMG
4	**Technische Hochshule Wildau**	THWi
5	**Haute École Specialisée de Suisse Occidentale**	HES-SO
6	**accelopment Schweiz AG**	accelCH

Abbreviations

Abbreviation	Term
D	Deliverable
DoA	Description of Action
EC	European Commission
EIC	European Innovation Council
EU	European Union
GA	Grant Agreement
KPIs	Key Performance Indicators
M	Month
OA	Open Access
OS	Open Science
RP	Reporting Period
SCDNA26	Storage and Computing with DNA 2026
SERI	State Secretariat for Education, Research and Innovation
T	Task
WP	Work Package
WG	Working Group

Executive summary

Background

Deliverable 6.5 (D6.5) assesses the final dissemination and communication strategy of PEARL-DNA as outlined and submitted in Month 6 (M6) with D6.2 – Plan for dissemination and communication activities. Using a set of key performance indicators (KPIs), this report evaluates the implementation of all activities until M36. Following the structure of D6.2, the approach towards the project's communication and dissemination strategy is discussed first before each planned activity is assessed individually. The same monitoring and evaluation system set in D6.2 and used D6.4 is utilised in D6.5.

Objectives

As defined in the Description of Action (DoA), D6.5 aims to evaluate the final strategy and plan for dissemination and communication activities that ensured the widest possible impact of the project. In line with Work Package 6 (WP6) – Communication, dissemination and exploitation, this plan ensures that the activities achieved two primary objectives: 1) communicate with diverse audiences to raise awareness and interest; and 2) disseminate results for knowledge sharing and capacity building.

Methodology and implementation

This report reviews the approach to communication and dissemination established in D6.2 as well as specific communication and dissemination activities performed by the partners from M18 to M36. These are described in Sections 3.1 and 3.2, along with associated KPIs and individual assessments. Monitoring and evaluation criteria were established to ensure quality control and continuous improvement of the dissemination and communication plan. For each activity outlined in Section 3, relevant data is provided, including the activity, lead partner, target group, timeline and KPIs.

Outcomes

The final assessment of the dissemination and communication plan indicates that the project has been performing well overall, with only minor deviations from the original plan. All planned activities progressed according to schedule, and the established KPIs were achieved by the end of the project. This positive assessment reinforces the effectiveness of the applied strategy, which ensured that the project remained on track to deliver its communication and dissemination objectives.

Impact

The final plan reflects effective planning, tracking and ongoing monitoring of dissemination and communication activities, ensuring maximum impact on identified target groups. Through continuous assessment and refinement, the project was positioned to achieve its goals and maximise its outreach.

Next steps

The final plan provides an overarching analysis of the full dissemination strategy and will be shared with all project partners who implemented respective communication and dissemination activities.

1 Introduction

D6.5 assesses the final dissemination and communication strategy for the PEARL-DNA project outlined in D6.2 – Plan for dissemination and communication activities, submitted in M6. Using a particular set of KPIs set in M6, this report assesses the implementation of all activities until M36. Following the structure of D6.2 and D6.4, this final report first touches upon the approach towards projects communication and dissemination strategy and then assesses all activities individually. The same system for monitoring and evaluation of planned activities set in D6.2 and used in D6.4 is utilised in D6.5.

The overall aim of reporting and evaluating the communication and dissemination activities of PEARL-DNA is to evaluate the effectiveness of the plan and how it maximised the project's reach and impact. With the help of this deliverable, the project partners aim to:

- report on the communication and dissemination activities implemented to date;
- present an assessment of the implemented activities based on the metrics defined in D6.2;

According to the DoA, the goal of the communication and dissemination plan was to define the strategy and stakeholders as well as plan dissemination and communication activities to help maximise the project impact. D6.5 aims to evaluate whether the plan has been successful and stayed in line with the general objectives of WP6 (Figure 1).



Figure 1. PEARL-DNA WP6 objectives.

D6.5 – Final report: Plan for dissemination and communication activities focuses on the first two objectives, while the third one will be assessed in D6.6 – Final report: Plan for exploitation activities.

Furthermore, as one of the portfolio projects funded under the 2022 European Innovation Council (EIC) Pathfinder challenge: DNA-based digital data storage, PEARL-DNA has conducted joint communication and dissemination activities on the portfolio level. While this report primarily focuses on activities related to the PEARL-DNA project, it also assesses activities related to the EIC Pathfinder Challenge.

2 Approach evaluation

This final report first reviews the approach towards the communication and dissemination established in D6.2, including stakeholders focus, key messages, visual identity, funding acknowledgement, Open Science (OS) and other principles as well as tools.

2.1 Stakeholder focus

The plan for dissemination and communication activities has defined stakeholder groups for the PEARL-DNA project, according to what was established in the DoA with the goal to raise awareness and interest in the project among all relevant audiences (Figure 2).

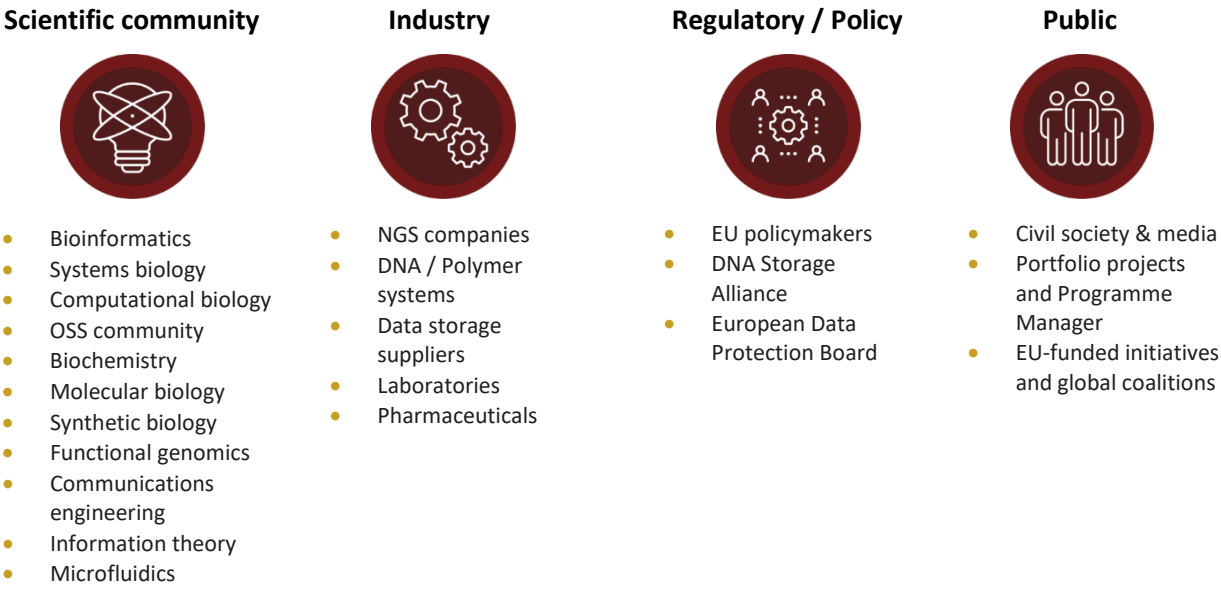


Figure 2. PEARL-DNA stakeholder groups.

Assessment:

Stakeholder groups identified in the initial plan remained valid for the project. The PEARL-DNA consortium members have performed communication and dissemination activities aimed at all stakeholders, as described in the section 3.

2.2 Key messages

The following key messages were defined for PEARL-DNA:

1. *PEARL-DNA aims to overcome the limitations of current data storage solutions and address the global challenge of data storage.*
2. *PEARL-DNA will develop an interoperable end-to-end platform of scalable and sustainable high-throughput technologies for DNA-based digital data storage that will address the DNA data storage process holistically in a single system for the very first time.*
3. *PEARL-DNA is an interdisciplinary EU-funded project that comprises three esteemed research groups and three innovative SMEs from four countries.*
4. *PEARL-DNA will play a pivotal role in strategically positioning the European innovation ecosystem within the global landscape of DNA-based digital data storage development.*

Assessment:

All dissemination and communication activities have been aligned to the key messages identified for the project to ensure that the content of the planned activities was delivered in a coherent manner to all stakeholder groups.

2.3 Visual identity

The project's visual identity, including the project logo, fonts, colours and images, was established at the start of the project to harmonise the perception of dissemination and communication activities.

Assessment:

The design of the PEARL-DNA communication materials was consistently applied and followed the visual identity guide made available by accelopment Schweiz AG (accelCH) to all partners on the project's cloud-based storage platform Box.

2.4 Funding acknowledgement

According to the Grant Agreement (GA) Article 17, Annex 5, communication and dissemination activities of PEARL-DNA must acknowledge European Union (EU) support by displaying the European flag (emblem) as well as the funding statement and logo of the EIC unless otherwise agreed with the granting authority. In PEARL-DNA, this requirement is harmonised with those of the funding authorities of the associated partners accelCH and Haute École Specialisée de Suisse Occidentale (HES-SO), funded by the State Secretariat for Education, Research and Innovation (SERI), resulting in the emblem and statement below to be used:

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Assessment:

All project materials showed the funding acknowledgement to comply with GA Article 17, Annex 5.

2.5 Open Science and other principles

The dissemination strategy of PEARL-DNA is aligned with the EU's Open Science policy. As defined by the European Commission (EC), OS is "an approach to the scientific process that focuses on spreading knowledge as soon as it is available using digital and collaborative technology". The dissemination plan focused on the main elements of OS: Open access (OA) and Research data management.

Assessment:

OS principles in the PEARL-DNA project involved stakeholders on all levels, including other portfolio challenge projects. By participating in dissemination and communication activities, PEARL-DNA established a stakeholder network for DNA-based data storage, facilitating knowledge transfer to other initiatives, scientists and researchers.

Once the project yielded scientific publications, PEARL-DNA partners ensured OA to their peer-reviewed scientific publications by depositing a machine-readable electronic copy of the published version or the final peer-reviewed manuscript in a trusted repository upon publication.

Furthermore, PEARL-DNA partners remained committed to research data management according to the FAIR principles: Findable – Accessible – Interoperable – Reusable. Dr. Voges, as the Data Manager of PEARL-DNA, oversaw data governance and produced the Data Management Plan (D5.2) to ensure accessibility and preservation.

2.6 Tools

The key focus of the PEARL-DNA dissemination and communication plan was the effective use of diverse communication methods. The project partners aimed to reach PEARL-DNA stakeholders through various tools and channels (Table 1), such as print media, online platforms and more.

Table 1. PEARL-DNA channels.

Medium	Tools
Online	Website, social media channels, online publications, partner websites, portfolio online communication, digital resources.
Print	Printed journals, flyers, business cards, posters, roll-up.
Audio-visual	Video interviews, technology demonstrations, webinars.
Verbal	In-person presentations, workshops, events.

Assessment:

The identified tools were employed in various communication and dissemination activities. Printed journals, workshops and technology demonstrations occurred during later stages of the project.

By utilising various channels, the project connects with different stakeholder groups, increase its visibility, spark interest and encourage collaboration. Moreover, materials like brochures and posters are also made accessible on the project's website. This integrated approach ensures that the project reaches a broad audience through their preferred communication channels.

3 Activities evaluation

Project partners have performed concrete communication and dissemination activities from M18 to M36, which are described in sections 3.1 and 3.2 together with their KPIs and individual assessments.

To ensure quality control and continuous improvement of the dissemination and communication plan, monitoring and evaluation criteria were established. Therefore, each activity proposed in this section includes the following set of data: activity, lead, target group, timeline and KPIs (Figure 3).

Activity:	Lead:	Target group:	Timeline:	KPI:

Figure 3. PEARL-DNA monitoring system.

Setting KPIs is crucial for comparing the expectations outlined in the dissemination and communication plan with the actual performance of dissemination and communication activities. These KPIs serve as benchmarks for success and help identify areas for potential improvements. Actual results that deviated from the set KPIs in D6.4 – Interim report: Plan for dissemination and communication activities were readjusted and are described in this final report.

3.1 Communication activities

According to Article 17 of the GA, communication is defined as "promoting the project and its results by providing targeted information to multiple audiences in a strategic and effective manner". All planned communication activities aimed to create awareness about the project and its results as well as establish a DNA data storage network to which stakeholders could reach out to.

3.1.1 Project website

Activity:	Lead:	Target group:	Timeline:	KPI:
Project website	accelCH	All stakeholders	M1-M36	200 visitors per month, dedicated portfolio activities area

The PEARL-DNA website served as a tool for reaching all stakeholders, informing them about key project information, advancements and outcomes. As described in D6.1 – Project website and logo, the website performed as the main information source for communication, dissemination and exploitation activities led by project partners. Furthermore, PEARL-DNA set up a dedicated 2022 EIC Pathfinder Challenge portfolio web page that has served as a template for other portfolio projects, including MI-DNA DISC, DuraStore and DNAMIC, thereby contributing towards a common communication strategy within the DNA Pathfinder Challenge portfolio.

The website had been designed using a responsive template, where the content automatically adapts to fit any screen size (Figure 4). This living platform was constantly updated with new content as it became available.

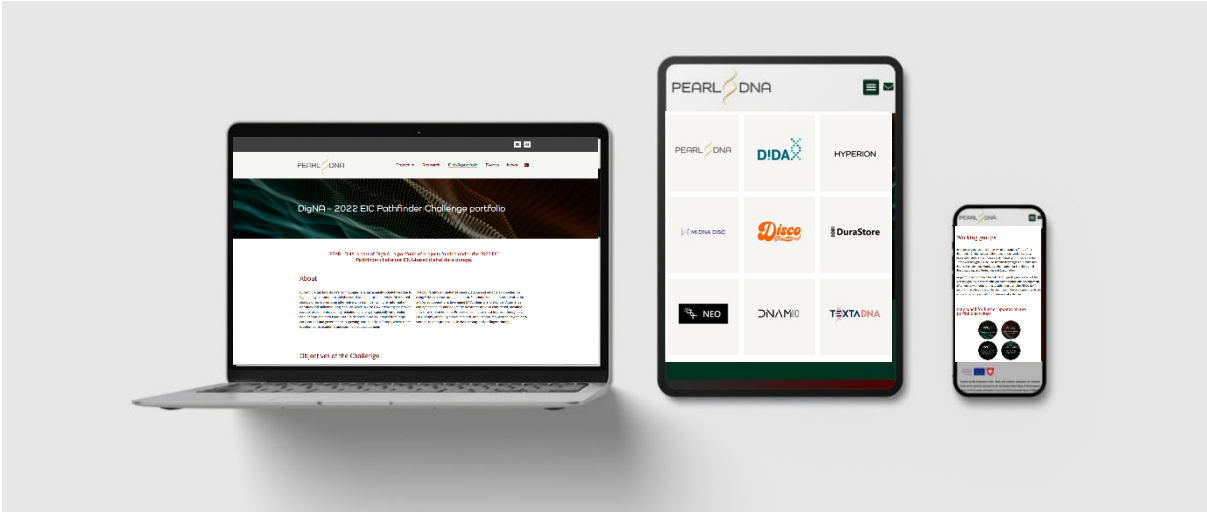
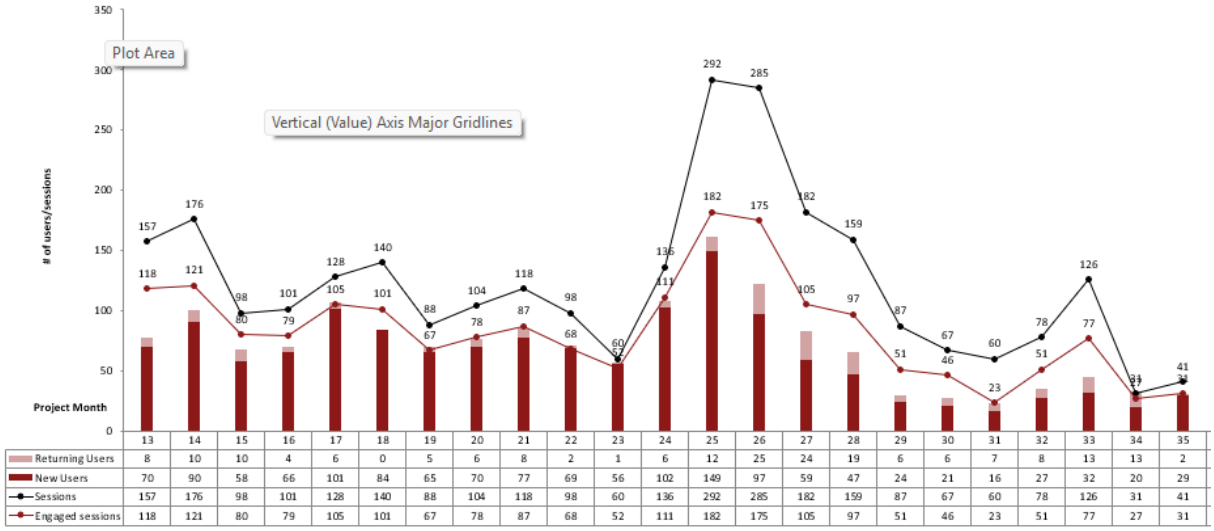


Figure 4. PEARL-DNA Portfolio page on a range of devices.

The impact and reach of the website were monitored using Google Analytics, with data extracted and evaluated every three months. While the number of visitors and sessions showed some fluctuation, the overall trend was increasing (Figure 5). However, due to Google's cookie policies and user consent requirements, the reported visitor data may not fully reflect the actual number of website visitors.

At the time of submission, website analytics were available only until M35 (August 2026).



Project Month	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
Returning Users	8	10	10	4	6	0	5	6	8	2	1	6	12	25	24	19	6	6	7	8	13	13	2
New Users	70	90	58	66	101	84	65	70	77	69	56	102	149	97	59	47	24	21	16	27	32	20	29
Sessions	157	176	98	101	128	140	88	104	118	98	60	136	292	285	182	159	87	67	60	78	126	31	41
Engaged sessions	118	121	80	79	105	101	67	78	87	68	52	111	182	175	105	97	51	46	23	51	77	27	31

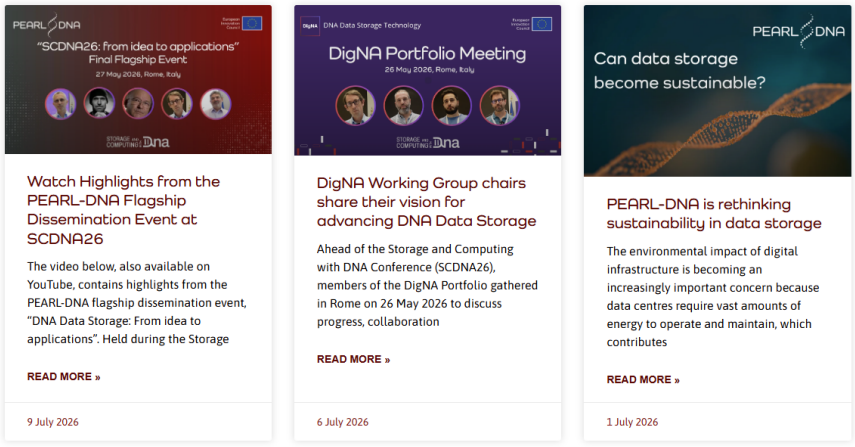
Figure 5. PEARL-DNA project website online statistics.

Assessment:

With a dedicated portfolio page and **up to 292 visits per month** (compared to 136 in M1-M18), the PEARL-DNA website has reached its KPIs thanks to the implementation of further activities. Partners continued posting updates on the website blog while also linking social media posts and newsletters to the website. Moreover, a project introduction video attracted additional website visitors.

3.1.2 News Posts

Activity:	Lead:	Target group:	Timeline:	KPI:
News posts	accelCH	All stakeholders	M1-M36	1 news post per month



PEARL-DNA stakeholders were informed about noteworthy advancements in the project through short news articles published on the project website (Figure 6). All partners contributed with texts, photos and/or video materials, while the content was finalised and posted by accelCH.

Figure 6. Example of news posts published on the PEARL-DNA project website.

Assessment:

Each important public activity of the project has been featured in the form of a news post. To date, **55 news pieces** have been posted on the website, achieving the KPI.

3.1.3 Social Media

Activity:	Lead:	Target group:	Timeline:	KPI:
Social media	accelCH	All stakeholders	M1-M36	300 followers across all platforms (cumulative)

A strong presence on social media is essential for innovative projects to engage with their audience, foster community interaction and showcase their groundbreaking advancements. Two social media channels have been maintained for the PEARL-DNA project: LinkedIn and YouTube. LinkedIn, as a professional network, allowed project partners to stay connected with industry representatives and other innovative and scientific projects while the YouTube channel was created to upload video content that could be embedded on the PEARL-DNA website.

In collaboration with all PEARL-DNA partners, accelCH was responsible for the creation of social media content and adapting the posts to the specifications of each platform. LinkedIn campaigns included event promotions and celebrations of achievements while YouTube provided recorded webinars. LinkedIn generated the highest traffic for the project with 32,616 impressions and 222 followers by M36 (Figure 7) while the YouTube channel counted 18 subscribers.

At the time of submission, LinkedIn analytics were available only until M35 (August 2026).

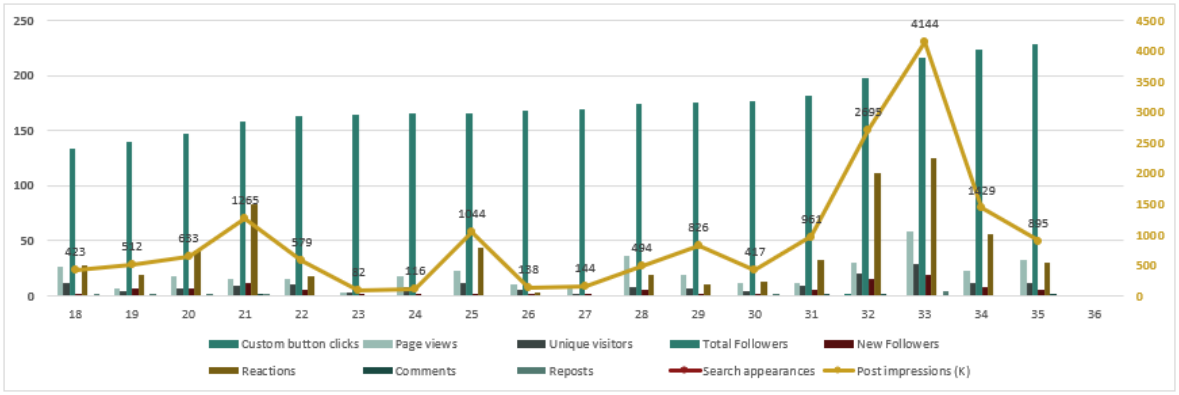


Figure 7. PEARL-DNA LinkedIn page online statistics.

Assessment:

By M33, the project reached **240 followers** across all platforms – 80% of the goal – meaning that the project is on the path to reach a KPI of 300 followers on social media. If the 333 followers of the DigNA Portfolio LinkedIn channel, which also promotes the PEARL-DNA project and is continuously updated by it, are accounted for, then the project has reached its KPI.

3.1.4 Press releases

Activity:	Lead:	Target group:	Timeline:	KPI:
Press release	accelCH	All stakeholders	M1-M36	3 press releases

Press releases serve as a tool to inform the media about the groundbreaking results of a project and to reach the public. PEARL-DNA issued its first press release at the beginning of the project, which included the project insights and goals for overcoming state-of-the-art technological limitations in data storage. This press release was circulated with all partners and translated into local languages including German and Slovenian (Figure 8).



Figure 8. First PEARL-DNA press release



Figure 9. PEARL-DNA second press release on the Portfolio event

A **second press release was published on 31 August 2026**, entitled *"PEARL-DNA project shows results at Storage and Computing with DNA 2026 conference"*. It focused on the project's final flagship event, *"DNA Data Storage: from idea to applications"*, held on 27 May 2026 during the Storage and Computing with DNA 2026 (SCDNA26) conference in Rome. The release highlighted the project's progress towards demonstrating end-to-end DNA-based data storage and reported on discussions with

external experts and stakeholders concerning real-world applications, commercial viability, scalability, reliability and integration into existing infrastructures (Figure 9).

A **third and final press release is planned for the end of the project**. It will provide a consolidated overview of the major scientific and technological milestones achieved by PEARL-DNA, highlighting the progress made and successful closure of the project.

Assessment:

The press release activity is on track to fully achieve its KPI of three press releases over M1–M36. Two releases have already been published, covering the project launch and the presentation of mature project results at SCDNA26, while the third and final release is planned for the end of the project to communicate the main scientific and technological achievements. Completion of this final release will therefore result in **full achievement of the planned KPI** of 3 press releases.

3.1.5 Newsletter

Activity:	Lead:	Target group:	Timeline:	KPI:
Project newsletter	accelCH	Public, industry	M8-M36	15 newsletters, 60 newsletter subscribers

PEARL-DNA regularly published a newsletter to inform interested audiences about the latest news and updates. This newsletter was launched in M8 with the goal of sharing project insights and research updates in the field of DNA-based digital data storage. Readers could subscribe to the newsletter over the website or use QR codes and links posted on the project's social media channels. The signup forms and data records were GDPR-compliant and the conditions were explained on the privacy page. All campaigns can be viewed on the Media page.

Assessment:

With **12 newsletters published to date and a 13th planned** by project end, the KPI of 15 newsletters is expected to be partially achieved. The subscriber KPI of 60 subscribers has also been partially achieved, with 43 subscribers reached. Overall, the newsletter activity therefore partially met the defined KPIs while maintaining regular communication with interested audiences throughout the project.

3.1.6 Digital, print and audio-visual materials

Activity:	Lead:	Target group:	Timeline:	KPI:
Print materials	accelCH	All stakeholders	M1-M36	1 poster, 1 roll-up banner, business cards, 2 flyers. Materials used in a minimum 8 events.

For innovative projects like PEARL-DNA, that are working to deliver proof-of-concept cutting-edge technology, it is key to communicate the importance of the research, initial challenge and proposed technological solutions. Therefore, the scientific content of PEARL-DNA was transformed into infographics and simplified text, which is more appealing to a wider audience, through the following materials: a project poster, a flyer, roll-up banner, explanatory flyer for kids in German (Figure 10) and business cards. The printed designs were made available on the common cloud system, allowing each partner to use the available designs, print the materials locally or request edits and adaptations to their events from accelCH.



Figure 10. PEARL-DNA flyer for kids in German.

Table 2. Use of PEARL-DNA print materials at major communication and dissemination events

Print material	Event / use	Date	Description	Objective / additional information
Project poster	**GS1 Global Forum 2024**	19–22 February 2024	BioSistemika had a booth with a **live technology demonstration**, promoting DATANA and presenting PEARL-DNA **through a poster**.	Target groups included industry/business partners, innovators, the research community and investors. Objective: inform industry stakeholders about the proposed PEARL-DNA technology.
Flyers, business cards.	**EESTEC JobFair 2024**	11 March 2024	PEARL-DNA was represented in a booth/public engagement setting as part of a career opportunity presentation from BioSistemika.	Supported visibility of PEARL-DNA among students and prospective professionals and raised awareness of the project and DNA-based data storage.
Project poster, roll-up banner and flyers	**Analytica 2024**	9–12 April 2024	BioSistemika participated, promoting DATANA and presenting PEARL-DNA .	Target groups included industry/business partners and innovators.
Flyer for kids	**Girls' Day and Boys' Day**	25 April 2024	The dedicated PEARL-DNA **flyer for children** was presented together with an Imagene capsule. Main target group: citizens/children.	Objective: increase knowledge and awareness of the current state of data storage and its technological limitations in an accessible format.
Flyers, business cards	**BioFair**	15 May 2024	PEARL-DNA was presented in the context of	Supported awareness of PEARL-DNA, DNA data storage research and

			engagement with STEM students.	associated career/scientific opportunities among younger audiences.
Flyers, business cards.	**ADLM 2024**	28 July–1 August 2024	BioSistemika exhibited at the diagnostics and laboratory medicine event and presented PEARL-DNA as its **main R&D project**, using **flyers and cards as promotional materials**.	Organisers registered approximately 18,000 laboratory medicine professionals.
Flyers, business cards.	**EIC-EuroTech Workshop**	15 October 2024	PEARL-DNA was presented to investors and industry representatives.	Supported visibility of the project and its technological and exploitation potential among investors and industry stakeholders.
Flyers, business cards	**EESTEC JobFair 2025**	6 March 2025	BioSistemika operated a booth presenting career opportunities, showcasing also PEARL-DNA.	Supported engagement with students and prospective employees and increased awareness of PEARL-DNA research and innovation activities.
Flyers, business cards	**ESCMID Global 2025**	12–15 April 2025	PEARL-DNA was presented at BioSistemika booth.	Approximately 300 people reached
Flyers, business cards	**Future Labs Live 2025**	27–28 May 2025	PEARL-DNA was represented at a booth targeting laboratory and technology stakeholders.	Approximately 100 people reached. Supported engagement with industry and laboratory innovation stakeholders.
Flyers, business cards	**Ilmac 2025**	16–18 September 2025	PEARL-DNA was presented at BioSistemika booth.	Approximately 300 people reached. Relevant audiences included laboratory, life-science and industry stakeholders.
Flyers, business cards	**ELRIG 2025**	21–22 October 2025	PEARL-DNA was represented through a booth-based dissemination activity.	Approximately 100 people reached. Supported project visibility among life-science, laboratory automation and industry audiences.
Flyers, business cards	**WHX Labs Dubai 2026**	10–13 February 2026	BioSistemika presented its activities and PEARL-	Supported international visibility of PEARL-DNA among laboratory,

			DNA at an exhibition booth.	diagnostics, and industry stakeholders.
Flyers, business cards	**Analytica 2026**	24–27 March 2026	PEARL-DNA was presented at the BioSistemika exhibition booth.	Supported continued engagement with laboratory technology, industry and innovation stakeholders towards the end of the project.
Scientific poster	**Storage and Computing with DNA 2026, SCDNA26**	25–29 May 2026	A scientific poster titled **"PEARL-DNA – Revolutionizing Sustainable DNA-Based Data Storage"** was presented.	Supported scientific dissemination of the project's final results to the international DNA data storage community.
Flyers, business cards	**Journées d'accueil durabilité, HEIA-FR**	10 September 2026	PEARL-DNA was presented through a demonstration booth.	Supported public and institutional engagement around PEARL-DNA and the sustainability dimension of DNA-based data storage.

Assessment:

With **16 public events** where printed materials were used, the project has met the KPI for this activity.

Activity:	Lead:	Target group:	Timeline:	KPI:
Video materials	accelCH	All stakeholders	M1-M36	3 video interviews, 1 video demonstration

The PEARL-DNA Introduction video, the first video created in M18, contains interviews with project partners and an explanation of the technology while featuring the project's participation in the EIC Challenge portfolio and promoting other portfolio projects. Four videos were created in M33 after the Storage and Computing with DNA 2026 (SCDNA 2026) conference, where PEARL-DNA participated in the DigNA Portfolio in-person meeting and hosted its final Portfolio event, "DNA Data Storage: from idea to applications". A total of three videos feature interviews with EIC Programme Manager Isabel Obieta Vilallonga, who opened the DigNA Portfolio meeting, Patent Attorney of Counsel Dr. Robert

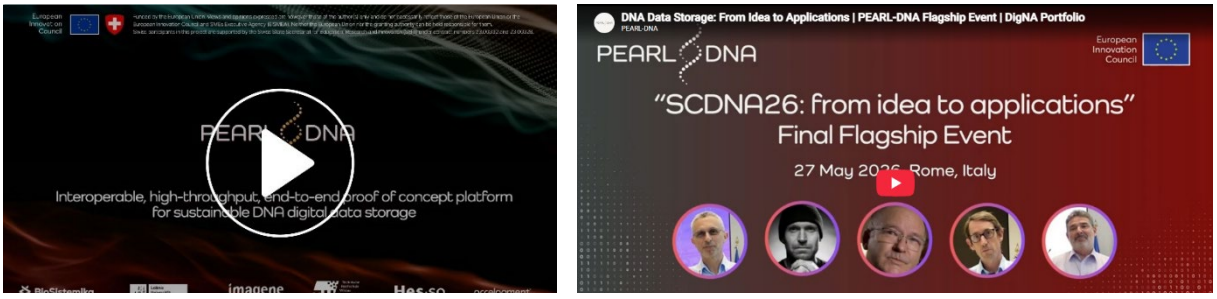


Figure 11. Two published PEARL-DNA videos, the introductory video (left) and highlights from the final Portfolio event (right).

Harrison, who delivered a keynote presentation, and four DigNA WG chairs, who discussed the future of DNA data storage. The final video captures highlights from the PEARL-DNA Portfolio event and features interviews with project manager Tomaž Karčnik from BioSistemika (BioSis) and two of the panellists, Robert Grass from Haelixa and Vincent Franceschini from SNIA. All videos were published on YouTube (Figure 11) and shared via the project website, on LinkedIn and through newsletters.

Assessment:

With a total of **five published videos**, the project has achieved the KPIs for this activity.

Activity:	Lead:	Target group:	Timeline:	KPI:
Digital materials	accelCH	Public, all stakeholders	M1-M36	3 materials, 100 downloads/shares per material

For interdisciplinary projects such as PEARL-DNA, it is crucial to make complex information easier to understand and memorable for viewers. Infographics offer a multi-use communication tool that can be applied to a website, videos, flyers, posters, news posts and newsletters. Furthermore, they are shareable on social media platforms and other digital channels, increasing the likelihood of reaching a wider audience and driving engagement with the project. An infographic of the PEARL-DNA data storage pipeline was created at the start of the project and used in various communication materials (Figure 12). Partners plan to create further infographics as more research results become available.

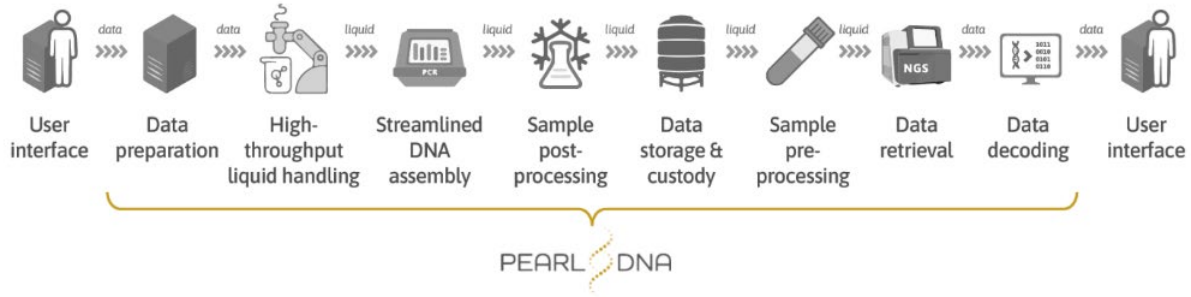


Figure 13. PEARL-DNA base by base VS block by block infographic.

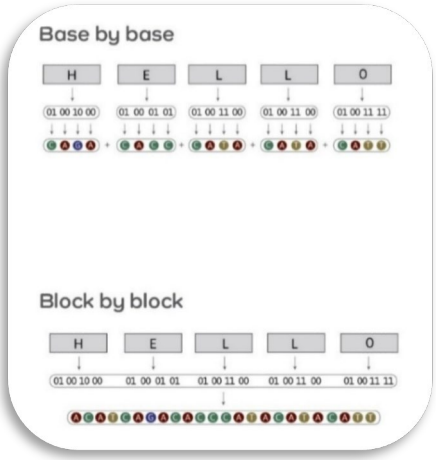


Figure 12. PEARL-DNA data storage pipeline.

In addition, PEARL-DNA developed a dedicated **"Good to Know" digital campaign** to raise awareness of data storage technologies and the limitations of current storage solutions among non-specialist audiences. The campaign translated relevant facts, trends and technological concepts into concise and visually engaging materials using accessible language. Topics included, among others, **key facts about data storage and emerging data storage technologies**, helping to place DNA-based data storage within the broader context of future storage solutions. The campaign materials were disseminated through the project's website (Figure 14) and LinkedIn, and were also made available on the PEARL-DNA website, extending the project's digital outreach beyond the communication of project-specific news and results.

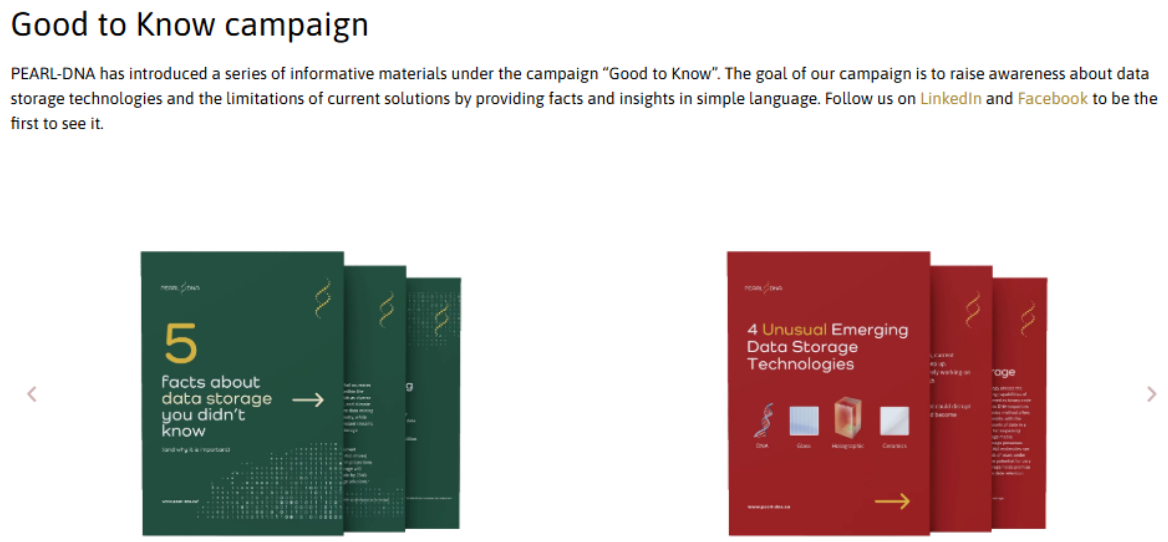


Figure 14. Digital material of the "Good to know" campaign displayed on the project website

Assessment:

The KPI for the development of digital communication materials was fully achieved, with **three dedicated materials delivered** during the project. Additional smaller-scale digital infographics and visual materials were also produced and integrated into selected social media campaigns, further supporting the project's online communication. Regarding the dedicated **"Good to Know" campaign**, the KPI of **72 downloads** was partially achieved, indicating audience interest in the materials, although the planned download target was not fully reached.

Activity:	Lead:	Target group:	Timeline:	KPI:
Scientific poster	accelCH	Scientific community	M1-M36	Scientific poster template in landscape and portrait format

Project partners that participated in scientific conferences benefited from a standardised design template for PEARL-DNA research outcomes. accelCH created a template for a scientific poster in PowerPoint format that allowed an easy use and adaptation for partners with various levels of design skills (Figure 15).

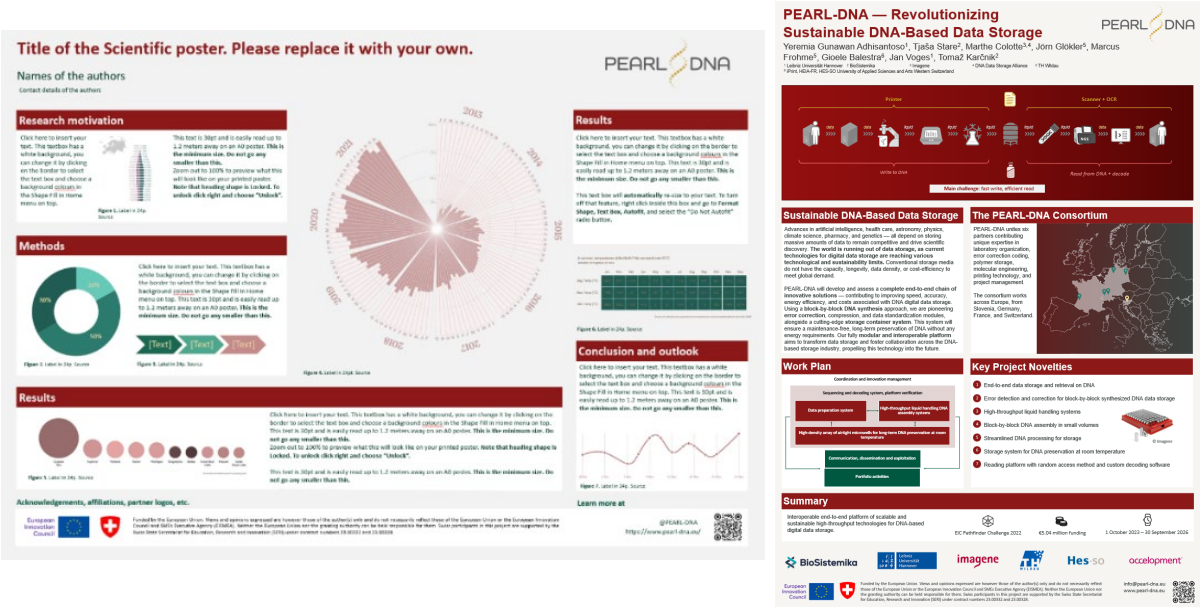


Figure 15. Scientific poster template for PEARL-DNA.

During the SCDNA conference, PEARL-DNA partners presented the latest scientific poster. The poster has been completed collaboratively and printed to showcase the innovation partners brought forward and advertise them to the conference attendees.

Assessment:

The KPI for this activity has been achieved.

3.1.7 Public engagement

Activity:	Lead:	Target group:	Timeline:	KPI:
Participating in public events	All partners	Public	M1-M36	4 public engagements & 100 persons reached per year

The PEARL-DNA consortium actively engaged (Table 3) with the public throughout the project, with particular emphasis on younger audiences and encouraging interest in STEM and emerging data-storage technologies. In 2024 and 2025, project partners participated in several public-facing events, including the **EESTEC JobFair 2024** and **2025, BioFair 2024**, and the **Girls' Day and Boys' Day 2024** at Leibniz University Hannover. At these events, partners introduced PEARL-DNA, DNA-based data storage and related career opportunities through booths, demonstrations and accessible communication materials. At Girls' Day and Boys' Day, for example, a dedicated flyer and an Imagene DNA storage capsule were presented to children to increase awareness of current data-storage technologies and their limitations.

Public engagement continued in 2026 with the **Career Day at the primary school OŠ Vižmarje**, where BioSistemika presented DNA data storage and PEARL-DNA to school pupils under the theme *"Bringing DNA Data Storage to the Classroom"*. This activity further extended the project's outreach to younger audiences and introduced advanced biotechnology and digital-storage concepts in an accessible educational setting.

In addition, elements of the PEARL-DNA concept were incorporated into relevant teaching activities at THWi, specifically the Molecular Biotechnology master's course and the Microbiology bachelor's course, each involving approximately ten students. These activities complemented the project's event-based public engagement by integrating PEARL-DNA research into higher-education teaching and exposing students to current developments in DNA-based data storage.

Table 3. Selected PEARL-DNA public engagement and educational activities

Public engagement activity	Date	Format / audience	Main purpose / additional information
EESTEC JobFair 2024	11 March 2024	Career fair / students and citizens	PEARL-DNA was presented in a student-focused career fair setting to increase interest in STEM and awareness of biotechnology and data-storage innovation.
Girls' Day and Boys' Day	25 April 2024	Public engagement / children	A dedicated PEARL-DNA flyer and an Imagene capsule were presented to children to increase knowledge and awareness of current data-storage technologies and their limitations.
BioFair 2024	15 May 2024	Student fair / STEM students	BioSistemika presented its activities and ongoing projects, including PEARL-DNA, through a booth and career speed-dating sessions to motivate students to pursue STEM careers.
THWi teaching activities	During project implementation	Higher education / students	Elements of PEARL-DNA were incorporated into the Molecular Biotechnology master's course and Microbiology bachelor's course at THWi, each involving approximately 10 students.
EESTEC JobFair 2025	6 March 2025	Career fair / students and citizens	BioSistemika presented PEARL-DNA at its booth alongside its areas of work and career opportunities, supporting continued engagement with STEM students.
Career Day at OŠ Vižmarje	2 April 2026	Primary school / pupils	Under the activity *"Bringing DNA Data Storage to the Classroom"*, PEARL-DNA and DNA-based data storage were introduced to school pupils in an accessible educational context.

Assessment:

Project partners reached the KPIs for this activity.

3.1.8 Popular science outlets

Activity:	Lead:	Target group:	Timeline:	KPI:
Communicating through popular scientific outlets	All partners	Public, industry	M1-M36	3 activities, 300 impressions

Building on the project's scientific and communication outputs, PEARL-DNA has approached external media and science-oriented outlets to communicate project developments and results beyond the scientific community. Project press releases have been distributed to relevant media contacts and promoted through partner channels. This outreach has already resulted in external coverage, including an article by the Slovenian science-oriented outlet *Tromba* and coverage by the Slovenian leading financial and business media outlet *Finance.si*. PEARL-DNA has also been featured through the Enterprise Europe Network, extending visibility among innovation and industry-oriented audiences.

In addition, project news and press releases have been published through PEARL-DNA and partner communication channels, including Medium. Towards the end of the project, the consortium will prepare a final results-focused press release presenting the main achievements and outcomes of PEARL-DNA and distribute it to relevant popular-science, innovation and industry media contacts.

Assessment:

Despite some external media coverage and dissemination through partner channels, the activity did not fully achieve its intended objective of communicating PEARL-DNA results through dedicated popular-science outlets. Most of the external coverage identified relates to the project launch, general project visibility or innovation/business-oriented reporting, rather than to the communication of scientific results emerging from peer-reviewed publications. In addition, several of the specific outlets initially identified in the DoA were not successfully reached during the project period. This was partly due to the timing and maturity of scientific results, which became available relatively late, as well as the difficulty of securing uptake by external popular-science media. The consortium therefore relied more strongly on project-controlled and partner channels than originally planned. In the final project phase, the consortium will seek to address this gap through a dedicated results-focused press release, targeted distribution to relevant science, innovation and industry media contacts, and by exploring the possibility of presenting suitable project outcomes through the CORDIS's Results in Brief outlet.

3.1.9 EIC-Pathfinder Challenge Portfolio public event

Activity:	Lead:	Target group:	Timeline:	KPI:
EIC-Pathfinder Challenge portfolio public event	BioSis, accelCH	Portfolio projects, policy, scientific community	M36	50 participants including 15 representatives from all portfolio projects

The DigNA Portfolio event took place on 26 May 2026 in Rome, Italy, before SCDNA26 and brought together EIC-Pathfinder Challenge portfolio members as well as other interested representatives of the scientific community, industry and regulatory stakeholders (Figure 16).



Figure 16. The DigNA Portfolio event during SCDNA26 brought together EIC-Pathfinder Challenge portfolio members as well as other interested representatives of the scientific community, industry and regulatory stakeholders.

As discussed in detail in D7.2, Report on Portfolio activities for RP2, the event provided a platform to discuss progress, collaboration opportunities and future priorities of the DNA data storage and molecular computing community. Lead by BioSis and accelCH, PEARL-DNA participated during the full session, contributed a project poster and conducted several interviews with EIC Programme Manager Isabel Obieta Vilallonga, Patent Attorney of Counsel Dr. Robert Harrison and four DigNA WG chairs from WG 1-4. For PEARL-DNA, participation in these WGs provided an opportunity to contribute to portfolio-wide initiatives that extend beyond individual project objectives. By collaborating on topics such as standardisation, public engagement, synergies and exploitation, PEARL-DNA helped support the development of a stronger and more coordinated DNA data storage ecosystem in Europe.

Assessment:

The KPIs for this activity have been achieved.

3.2 Dissemination activities

Dissemination is the public disclosure of results through relevant mediums to the target audience, as defined by the EC. In the context of PEARL-DNA, dissemination activities primarily focused on engaging the scientific community and aligning with Task 6.3 (T6.3) – Dissemination of research and innovation results, as outlined in the DoA. It was the responsibility of each partner to identify dissemination outlets suitable for their expertise and present their findings accordingly. Partners engaged in dissemination activities independently or collaboratively with other PEARL-DNA partners.

3.2.1 Scientific publications

Activity:	Lead:	Target group:	Timeline:	KPI:

Publications in scientific journals	LUH, IMG, HES-SO, THWi	Scientific community, industry	M5-M36	5 gold OA publications in peer-reviewed journals

Table 4. Overview and status of PEARL-DNA scientific publications

Status	Scientific publication	Partners / authors	Venue / publication plan
Published / available	*Robust DNA Data Storage via Block-by-Block Synthesis: The PEARL-DNA Architecture*	Tomaž Karčnik, Yeremia G. Adhisantoso, Jan Voges, Špela Tomaž, Tjaša Stare, Zala Mehle, Rok Luzar, Marthe Colotte, Meryem Tazi-Puydebois, Marcus Frohme, Jörn Glökler, Gioele Balestra	SCDNA 2026 conference proceedings; openly accessible
Planned / in preparation	*DNA stability and data retrieval of block-by-block synthetized braids in high density arrays for room temperature DNA data storage*	IMG + BioSis	PLOS ONE
Planned / in preparation	*Overall results and challenges of the PEARL-DNA project*	Consortium	Scientific journal
Planned / in preparation	*Storing data into DNA through a high throughput and low volume digital printing machine*	Jian-Lin Huang, Johannes Renner, Rok Luzar, Tjaša Stare, Špela Tomaž, Zala Mehle, Luc Nussbaumer, Paul Grandgeorge, Jörn Glökler, Marcus Frohme, Marthe Colotte, Jan Voges, Tomaž Karčnik, Gioele Balestra	Micromachines, MDPI
Planned / in preparation	*Robust DNA Data Storage via Block-by-Block Synthesis*		Nature Methods
Published / available	*PEARL-DNA— Revolutionizing Sustainable DNA-Based Data Storage*	Schröder, S. K., Adhisantoso, Y. G. , Stare, T. , Colotte, M. , Glökler, J. , Frohme, M. , Balestra, G. , Voges, J. and Karčnik, T.	ISIT 2024

Assessment:

At the time of reporting, PEARL-DNA had produced one openly accessible scientific publication in conference proceedings, *"Robust DNA Data Storage via Block-by-Block Synthesis: The PEARL-DNA Architecture"*, published in connection with SCDNA 2026. As this contribution is not peer-reviewed and was not published in a scientific journal, it does not count towards the KPI of five gold Open Access publications in peer-reviewed journals. Three peer-reviewed journal articles are additionally planned or in preparation: an IMG and BioSis article on DNA stability and data retrieval of block-by-block synthesised braids in high-density arrays for room-temperature DNA data storage, for which PLOS ONE has been suggested as a potential journal; an LUH article on error correction methods; and a consortium-level article on the overall results and challenges of the PEARL-DNA project. Consequently, the scientific publication KPI has **not yet been achieved** at the time of reporting. Nevertheless, three journal publications based on the project's final results are planned beyond the reporting cut-off and are expected to contribute to the continued scientific dissemination of PEARL-DNA results.

3.2.2 Scientific conferences and events

Activity:	Lead:	Target group:	Timeline:	KPI:
Scientific conference participation	All partners	Scientific community	M4-M36	7 conference contributions

The consortium actively disseminated its scientific results through conferences, workshops, seminars and scientific exchange activities throughout the project (Table 5). Following two scientific conference contributions reported in RP1, dissemination intensified during RP2. Jan Voges (LUH) contributed to the **Coding Theory and Algorithms for DNA-based Data Storage workshop at ISIT 2024** and presented *"High-Throughput Technologies in DNA Data Storage, Precision Medicine for Depression, and Metabolic Profiling"* at **JUCC 2024**. He subsequently delivered the seminar *"Error Correction for Robust DNA Storage Systems"* at **CIC nanoGUNE** in February 2025 and participated in further scientific exchanges related to DNA data storage, including the Oxford Nanopore WYMM Tour and a technical exchange on DNA data storage coding at CIMA University of Navarra in June 2026.

IMG also contributed to specialised DNA data storage events. Marthe Colotte participated in **Les Journées MoleculArXiv 2024**, presented *"Fifteen Years of Real-Time Stability Data at Room Temperature and Accelerated Ageing: Validation of DNAshell Encapsulation for Sustainable DNA Data Storage"* at **SCDNA 2025**, and delivered an **invited talk on DNA stability** at the MoleculArXiv Autumn School on DNA Data Storage in November 2025.

Scientific dissemination culminated at **SCDNA26 in Rome**, where PEARL-DNA presented the talk *"Robust DNA Data Storage via Block-by-Block Synthesis: The PEARL-DNA Architecture"* and the scientific poster *"PEARL-DNA – Revolutionizing Sustainable DNA-Based Data Storage"*. The conference also provided the framework for the final DigNA in-person meeting and PEARL-DNA's flagship event *"DNA Data Storage: From idea to applications"*, further facilitating exchange with the international DNA data storage community.

Table 5. PEARL-DNA scientific conference, workshop and portfolio dissemination contributions

Date	Event	Contribution / title	Partner / contributor	Type / additional information

15 May 2024	Les Journées MoleculArXiv	PEARL-DNA participation	Marthe Colotte (IMG)	Scientific workshop / collaborative event
7 July 2024	ISIT 2024, Coding Theory and Algorithms for DNA-based Data Storage workshop	DNA data storage-related contribution	Jan Voges (LUH)	Scientific conference/workshop participation
17 December 2024	Jornadas Uruguayas de Ciencias de la Computación (JUCC) 2024, Montevideo	*High-Throughput Technologies in DNA Data Storage, Precision Medicine for Depression, and Metabolic Profiling*	Jan Voges (LUH)	Scientific conference presentation
6 February 2025	CIC nanoGUNE seminar, Donostia-San Sebastián	*Error Correction for Robust DNA Storage Systems*	Jan Voges (LUH)	Scientific seminar / invited lecture
12 June 2025	Oxford Nanopore WYMM Tour, Hamburg	PEARL-DNA / DNA data storage-related participation	Jan Voges (LUH)	Scientific/educational event
19 June 2025	SCDNA 2025	*Fifteen Years of Real-Time Stability Data at Room Temperature and Accelerated Ageing: Validation of DNAshell Encapsulation for Sustainable DNA Data Storage*	Marthe Colotte (IMG)	Scientific conference presentation
11 November 2025	MoleculArXiv Autumn School on DNA Data Storage, Corsica	*DNA stability*	Marthe Colotte (IMG)	Invited talk
25–29 May 2026	SCDNA26, Rome	*Robust DNA Data Storage via Block-by-Block Synthesis: The PEARL-DNA Architecture*	PEARL-DNA consortium	Scientific conference presentation
25–29 May 2026	SCDNA26, Rome	*PEARL-DNA – Revolutionizing Sustainable DNA-Based Data Storage*	PEARL-DNA consortium	Scientific poster
17 June 2026	CIMA University of Navarra	*Technical exchanges on DNA data storage coding*	Jan Voges (LUH)	Scientific exchange / collaborative meeting

27 May 2026	PEARL-DNA final portfolio event at SCDNA26, Rome	DNA Data Storage: from idea to applications	PEARL-DNA consortium	Dedicated flagship dissemination session organised within the SCDNA26 conference. The event brought together external experts and stakeholders to discuss the real-world potential, challenges and application pathways of DNA-based data storage.
25 May 2026	Third DigNA in-person meeting, Rome	Participation in the DigNA portfolio meeting	PEARL-DNA consortium	Portfolio collaboration meeting involving PEARL-DNA and eight other projects funded under the 2022 EIC Pathfinder Challenge on DNA-based digital data storage. The meeting supported exchange on technical synergies, portfolio activities and strategic coordination ahead of SCDNA26.

Assessment:

The KPI of seven scientific conference contributions was achieved and exceeded. PEARL-DNA maintained strong scientific visibility through conference presentations, posters, workshops and invited talks. Additional activities, including the final portfolio event and DigNA in-person meeting at SCDNA26, further strengthened scientific exchange and stakeholder engagement.

3.2.3 Industry and collaborative events

Activity:	Lead:	Target group:	Timeline:	KPI:
Industry and collaborative events	All partners	Industry, portfolio projects, policymakers	M5-M36	5 event participations

After attending four collaborative activities with industry representatives and other EU-funded initiatives in RP1, PEARL-DNA partners participated in further events during RP2:

- Tomaž Karčnik (BioSis) showed PEARL-DNA to investors and industry leaders, gaining feedback from experts and potential partners, at the EIC-EuroTech workshop (15 October 2024)
- Jan Voges (LUH) delivered a lecture on error correction for robust DNA storage systems as part of the CIC nanoGUNE Seminars
- BioSis hosted a booth at ESCMID Global 2025 (12-15 April 2025), Future Labs Live 2025 (27-28 May 2025), Ilmac 2025 (16-18 September 2025) and ELRIG 2025 (21-22 October 2025) to present the company, work areas and career opportunities while showcasing R&D projects such as PEARL-DNA
- LUH attended the Oxford Nanopore WYMM Tour (12 June 2025)
- Marthe Colotte (IMG) was invited to speak about DNA stability at the MoleculArXiv Autumn School on DNA Data Storage (11 November 2025)
- BioSis participated in the EIC Corporate Day hosted by Merck Group (19-20 January 2026)
- Jan Voges (LUH) visited the CIMA University of Navarra for technical exchanges on DNA data storage coding (17 June 2026)
- GS1 Global Forum 2024, 19–22 February 2024: BioSistemika had a booth with a live technology demonstration and presented PEARL-DNA through the project poster. This is clearly relevant to industry engagement.
- Analytica 2024, 9–12 April 2024: BioSistemika participated with a booth and promoted PEARL-DNA to industry/business and innovation stakeholders.
- ADLM 2024, 28 July–1 August 2024: BioSistemika exhibited and presented PEARL-DNA as its main R&D project. The overall event had approximately 18,000 registered laboratory medicine professionals, although this should not be treated as direct PEARL-DNA reach.
- WHX Labs Dubai 2026, 10–13 February 2026: BioSistemika presented PEARL-DNA at its exhibition booth.
- Analytica 2026, 24–27 March 2026: BioSistemika presented PEARL-DNA at its booth to laboratory technology and industry stakeholders.

Assessment:

The KPI of five industry and collaborative event participations was substantially exceeded, with PEARL-DNA represented at more than 15 relevant events throughout the project. These activities enabled sustained engagement with industry, investors, technology providers and potential collaborators, strengthening the project's visibility and supporting exchange around its technological and exploitation potential.

3.2.4 End of Project Symposium

Activity:	Lead:	Target group:	Timeline:	KPI:
End of Project Symposium	BioSis, all partners	Scientific community, industry, media	M30-M36	30 attendees

In M32, BioSis with support by accelCH organised a publicly accessible PEARL-DNA Portfolio event, also called final flagship event, titled "DNA Data Storage: from idea to applications", during SCDNA26 on 27 May 2026. As described in detail in D7.3, Portfolio Event, this symposium brought together experts from the scientific community, industry and media as well as end-users to share project results and explore the challenges and opportunities of future DNA-based data storage in various domains. Project coordinator Tomaž Karčnik from BioSis moderated the event, while each of the four invited experts, including Carlo Wesseling from the Netherlands Army, Andrej Filipčič from the Jozef Stefan Institute and CERN, Robert Grass from Haelixa and Vincent Franceschini from SNIA, offered their unique perspective from working in their own specific fields (Figure 17). Leveraging the more than 150 conference participants, the audience was engaged during discussions and a Q&A session at the end.



Figure 17. Announcement of the four panellists for the PEARL-DNA Portfolio event during SCDNA26 on 27 May 2026.

Assessment:

This activity and its KPI have been completed and met (>150 participants).

3.2.5 EIC-Pathfinder Challenge portfolio webinars

Activity:	Lead:	Target group:	Timeline:	KPI:
EIC-Pathfinder Challenge portfolio webinars	accelCH, all partners	Portfolio projects, policy, scientific community	M9-M36	4 webinars, cumulative participation from all portfolio projects

Five webinars were hosted to ensure knowledge transfer between projects:

- State of the Art DNA Data Storage on 12 December 2024
- Introduction to Error Correction and Coding for DNA Storage on 27 February 2025
- Reading DNA: Sequencing technologies on 8 October 2025
- Protection and Exploitation of IP and the Value of Patent Intelligence on 4 December 2025
- Chemical synthesis of DNA: from solid-phase to large-scale synthesis of DNA libraries & microarrays on 19 February 2026

accelCH was responsible for the communication, promotion and technical support of all webinars. The format included presentations by partners and invited speakers as well as a panel discussion with open Q&A sessions. The webinars were promoted on LinkedIn beforehand and then recorded, uploaded to the PEARL-DNA YouTube channel and posted on the official project website (Figure 18).

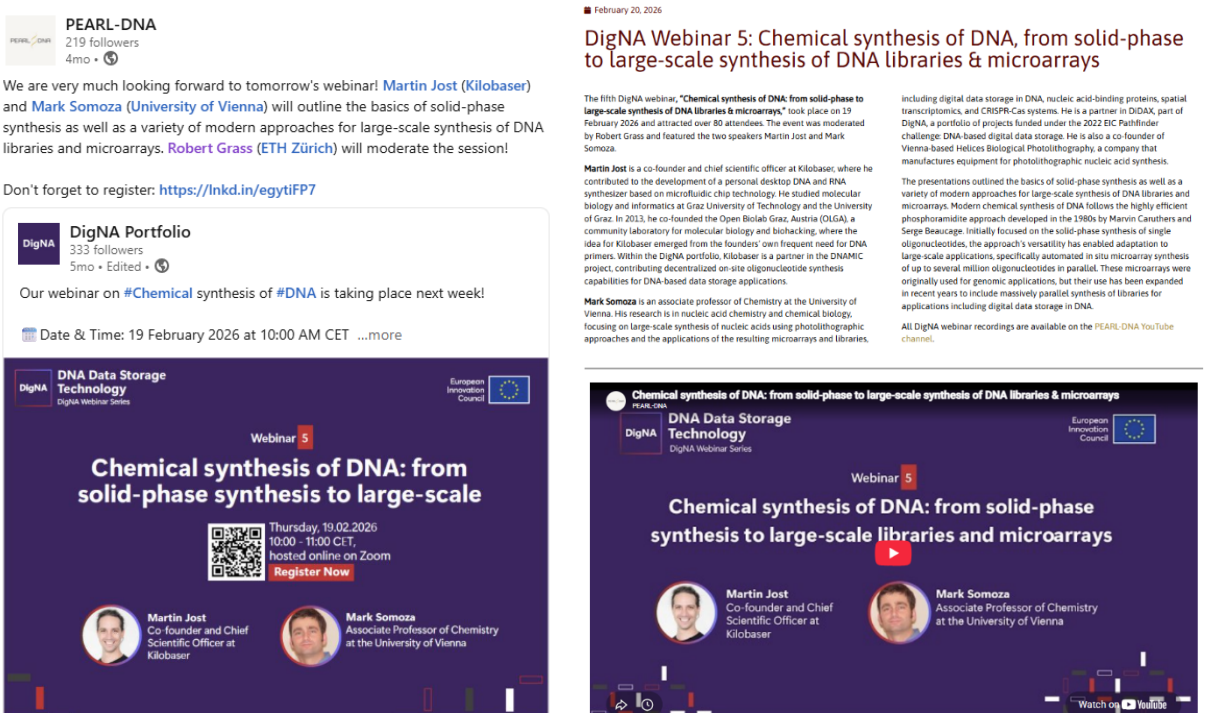


Figure 18. LinkedIn promotion (left) and website news post (right) for the fifth PEARL-DNA webinar.

Assessment:

The KPI of four portfolio webinars was exceeded, with five webinars successfully delivered and participation from across the DigNA portfolio. The webinar series supported knowledge exchange on key technical and innovation topics and extended its reach through recordings made publicly available on the PEARL-DNA YouTube channel and website.

3.3 Summary of activities

Monitoring of all communication and dissemination activities listed above, including the status of KPIs.

Key to the table: green = achieved, blue = in progress/partially achieved, red = not achieved.

Table 2: PEARL-DNA communication and dissemination activities summary.

Activity:	Lead:	Target group:	Timeline:	KPI:	Status
Communication activities					
Project website	accelCH	All stakeholders	M1-M36	200 visitors per month, dedicated portfolio activities area	Up to 292 visitors per month; dedicated portfolio area established
News posts	accelCH	All stakeholders	M1-M36	1 post per month	54 news posts

Social media management	accelCH	All stakeholders	M1-M36	300 followers across all platforms, cumulative	240 followers
Press release	accelCH	All stakeholders	M1-M36	3 press releases	2 press releases published; third planned by project end
Project newsletter	accelCH	Public, industry	M8-M36	15 newsletters, 60 newsletter subscribers	12 newsletters published, 13th planned; 43 subscribers
Print materials	accelCH	All stakeholders	M1-M36	1 poster, 1 roll-up banner, business cards, 2 flyers. Materials used in minimum 8 events.	Required materials delivered; use documented at 16 events
Video materials	accelCH	All stakeholders	M1-M36	3 video interviews, 1 video demonstration	5 videos published
Digital materials	accelCH	Public, all stakeholders	M1-M36	3 materials, 100 downloads/shares per material	3 materials delivered; 72 downloads
Scientific poster	accelCH	Scientific community	M1-M36	Scientific poster template in landscape and portrait format	Template delivered; scientific poster produced and presented at SCDNA26
Participating in public events	All partners	Public	M1-M36	4 public engagements & 100 persons reached per year	More than 4 engagements documented; >100 persons reached
Popular science outlets	All partners	Public, industry	M1-M36	3 activities; 300 impressions	Not achieved: PEARL-DNA received some external media coverage, but no project results were published through dedicated popular-scientific outlets
EIC-Pathfinder Challenge portfolio public event	BioSis, accelCH	Portfolio projects, policy, scientific community	M36	50 participants including 15 representatives from all portfolio projects	Completed; KPI achieved

Dissemination activities					
Publications in scientific journals	LUH, IMG, HES-SO, THWi	Scientific community, industry	M5-M36	5 gold OA publications in peer-reviewed journals	0 qualifying journal publications; 1 OA conference proceeding and 3 journal articles planned/in preparation
Scientific conference participation	All partners	Scientific community	M4-M36	7 participations through oral presentations or scientific posters	>7 scientific contributions
Industry and collaborative events	All partners	Industry, portfolio projects, policymakers	M5-M36	5 event participations	More than 15 event participations
End of Project Symposium	BioSis, all partners	Scientific community, industry, media	M30-M36	1 event, 30 attendees	Completed; wider SCDNA26 audience exceeded 150 participants
EIC-Pathfinder Challenge portfolio webinars	accelCH, all partners	Portfolio projects, policy, scientific community	M9-M36	4 webinars, cumulative participation from all portfolio projects	5 webinars delivered

4 Conclusion and next steps

Most of the communication and dissemination activities described in the previous sections were implemented and monitored during M18-M36 and assessed against the KPIs established in D6.2 – Plan for dissemination and communication activities. At the time of submission, the majority of KPIs had been achieved or exceeded, while a limited number remained partially achieved or in progress. Where feasible, the consortium will continue implementing the relevant activities during the remaining period until project closure, with the aim of further increasing performance against these outstanding targets. Some activities were affected by the sensitivity of the developed technologies and the need to balance dissemination with the protection of potentially exploitable results. D6.6 – Final report: Exploitation plan will complement this assessment by outlining the strategies for the protection, uptake and exploitation of project results beyond the project duration.