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 6.4
Interim report: Plan for dissemination and communication activities

WP6 – Communication, dissemination and exploitation

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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
AIT	Advanced Inkjet Technology
CA	Consortium Agreement
DoA	Description of Action
EC	European Commission
EU	European Union
GA	Grant Agreement
IP	Intellectual property
M	Month
KPIs	Key Performance Indicators
OA	Open Access
OS	Open Science
T	Task
WP	Work Package

Executive summary

Background

Deliverable 6.4 assesses the initial dissemination and communication strategy for the PEARL-DNA project outlined in Deliverable 6.2 – Plan for dissemination and communication activities submitted in M6. Using a set of KPIs defined in M6, this report evaluates the implementation of all activities and proposes an updated action plan where required. Following the structure of D6.2, this interim report first discusses the approach towards the project's communication and dissemination strategy before assessing each planned activity individually. The same monitoring and evaluation system set in D6.2 and utilised in D6.4 will also be applied to the final report of dissemination and communication activities in M36 (D6.5).

Objectives

As defined in the Description of Action (DoA), D6.4 aims to evaluate and adapt the initial strategy and plan for dissemination and communication activities to ensure the widest possible impact of the project. In line with WP6: Communication, dissemination, and exploitation, this plan ensured that the activities seek to achieve two primary objectives: 1) to communicate with diverse audiences to raise awareness and interest, and 2) to disseminate results for knowledge sharing and capacity building.

Methodology and implementation

This report reviews the approach to communication and dissemination established in D6.2, and specific communication and dissemination activities performed by the partners from M1 to M18. These are described in Sections 3.1 and 3.2, along with associated KPIs and individual assessments. Monitoring and evaluation criteria are 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 assessment of the dissemination and communication plan indicates that the project is performing well overall, with only minor deviations from the original plan. All planned activities are progressing according to schedule, and the established KPIs are expected to be fully achieved by the end of the project. This positive assessment reinforces the effectiveness of the current strategy and ensures that the project is on track to deliver its communication and dissemination objectives.

Impact

The revised plan enables 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 is better positioned to achieve its goals and maximise its outreach.

Next steps

The updated plan will be shared with all project partners, who will implement their respective communication and dissemination activities. Performance will continue to be evaluated according to the established monitoring criteria. The final results of the plan's evaluation will be presented in D6.5 – Final report: Plan for dissemination and communication activities in M36, where an overarching analysis of the full dissemination strategy will be provided.

1 Introduction

Deliverable 6.4 assesses the initial dissemination and communication strategy for the PEARL-DNA project outlined in the Deliverable 6.2 – 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 and proposes an updated action plan where required. Following the structure of D6.2, this interim 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 will be implemented for the final report of dissemination and communication activities in M36 (D6.5).

The overall aim of reporting and evaluating the communication and dissemination activities of PEARL-DNA is to keep improving the effectiveness of the plan and maximise 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 the Plan for dissemination and communication activities submitted in M6;
- provide an outlook with suggestions for improvement and adaptation of activities, where needed.

According to the Description of Action (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. D6.4 aims to ensure that the initial plan has been successful and in line with the general objectives of the Work Package 6 as outlines in the Figure 1.



Figure 1: PEARL-DNA WP6 objectives.

The Interim report: Plan for dissemination and communication activities focuses on the first two objectives, while the exploitation strategy will be assessed in D6.6 – Final report: Plan for exploitation activities (M6).

Furthermore, as one of the portfolio projects funded under the 2022 EIC Pathfinder challenge: DNA-based digital data storage, PEARL-DNA has planned 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 EUC Pathfinder Challenge.

2 Approach evaluation

This report first reviews the approach towards the communication and dissemination established in the D6.2 including stakeholders focus, key messages, visual identity, funding acknowledgement, Open science principles, tools, and monitoring and evaluation.

2.1 Stakeholder focus

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

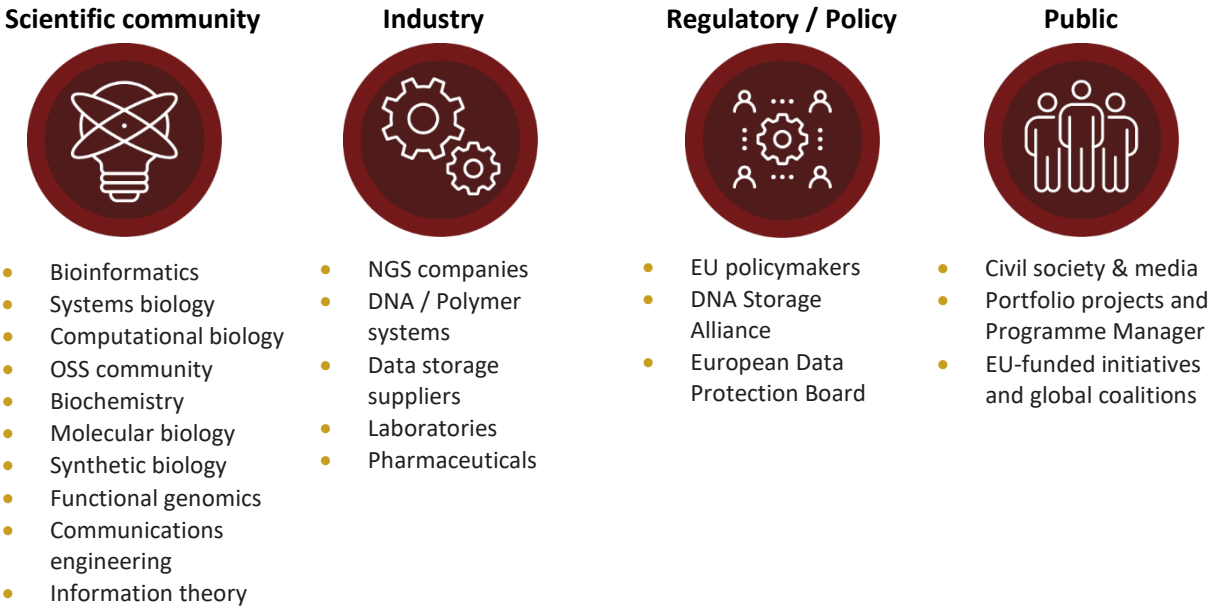


Figure 2: PEARL-DNA stakeholder groups.

Assessment:

Stakeholder groups identified in the initial plan remain 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 have been defined for the 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 is delivered in a coherent manner to all stakeholder groups

2.3 Visual identity

The project's visual identity has been established in the beginning of the project to harmonise the perception of dissemination and communication activities. This has been done in a form of a project logo, fonts, colours, and images.

Assessment:

The design of the PEARL-DNA communication materials has been consistent and used the visual identity guide made available by 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 EU support by displaying the European flag (emblem), funding statement and the logo of the European Innovation Council, 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 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 have been designed including the funding acknowledgement to comply with the Grant Agreement (GA) Article 17, Annex 5.

2.5 Open science and other principles

The dissemination strategy of the PEARL-DNA is aligned with the EU's Open Science policy. As defined by the European Commission, Open Science (OS) is "an approach to the scientific process that focuses

on spreading knowledge as soon as it is available using digital and collaborative technology". PEARL-DNA dissemination plan focused on the main elements of OS: Open access and Research data management.

Assessment:

Open science principles in the PEARL-DNA project involve stakeholders on all levels including other portfolio challenge projects. By participating in dissemination and communication activities, PEARL-DNA is in a process of establishing a stakeholder network for DNA-based data storage, facilitating knowledge transfer to other initiatives, scientists, and researchers.

Once the project yields in scientific publications, PEARL-DNA partners will ensure open access 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 are committed to research data management according to the FAIR principles: Findable – Accessible – Interoperable – Reusable. Dr. Voges, as the Data Manager of PEARL-DNA, oversees 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 has been to use diverse communication methods effectively. The project partners aimed to reach PEARL-DNA stakeholders though 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:

Most of the identified tools have already been employed in various communication and dissemination activities. Printed journals, workshops, and technology demonstrations are expected to be utilised during the 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 M1 to M18 that are described in sections 3.1 and 3.2 together with their KPI and individual assessments.

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

Activity:	Lead:	Target group:	Timeline:	KPI:

Figure 3: PEARL-DNA monitoring system.

Setting Key Performance Indicators (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. If the actual results deviate from the set KPIs, the plan will be readjusted and described in D6.5 – Final Report: Plan for Dissemination and Communication Activities (M36).

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 aim to create awareness about the project and its results as well as generally establish a DNA data storage network to which stakeholders can 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 is a tool for reaching all stakeholders informing them about the key project information, advancements and outcomes. As described in the Deliverable D6.1 – Project website and logo, the website performs as the main information source for communication, dissemination and exploitation activities led by project partners. Furthermore, PEARL-DNA has 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, contributing towards a common communication strategy within the DNA Pathfinder Challenge Portfolio.

The website has been designed using a responsive template, where the content automatically adapts to fit any screen size as shown in Figure 4. This living platform is constantly updated with new content as it becomes available and correctly includes 15 pages.

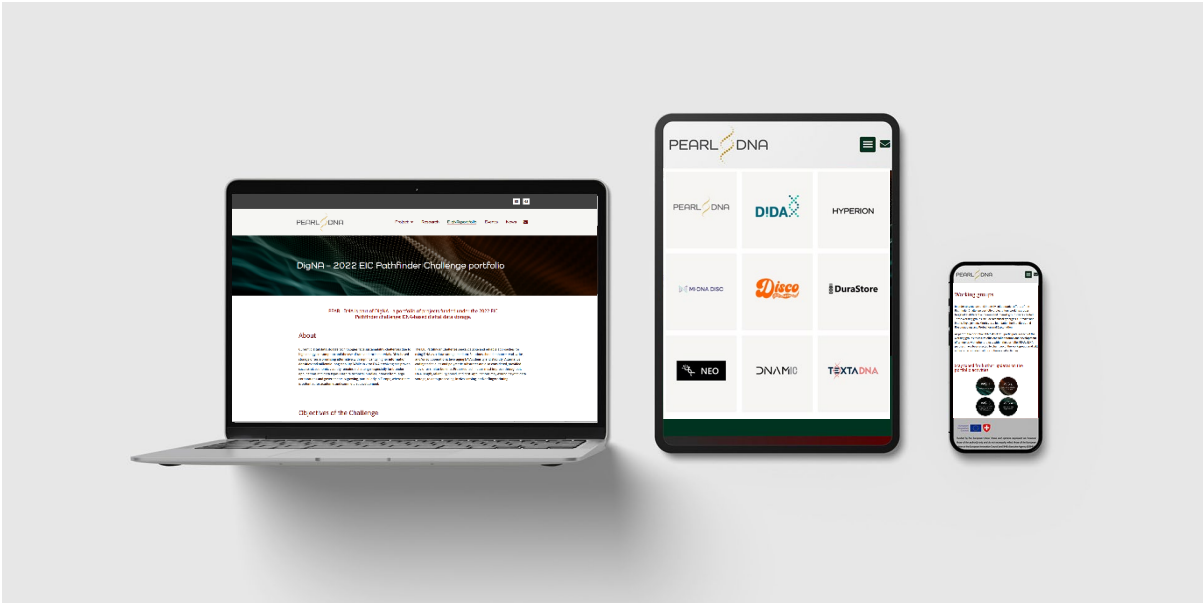
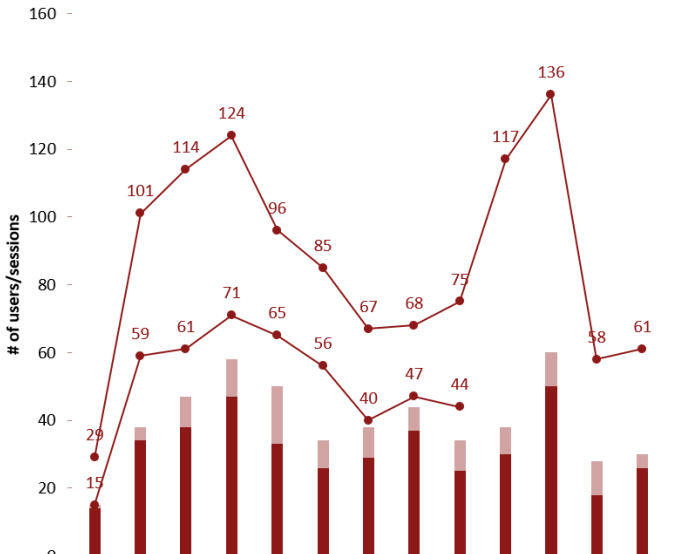


Figure 4: PEARL-DNA Portfolio page on a range of devices.

The impact and reach of the website are monitored using Google Analytics, with data extracted and evaluated every three months. While the number of visitors and sessions shows some fluctuation, the overall trend is 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.



Project Month	4	5	6	7	8	9	10	11	12	13	14	15	16
Returning Users	1	4	9	11	17	8	9	7	9	8	10	10	4
New Users	14	34	38	47	33	26	29	37	25	30	50	18	26
Sessions	29	101	114	124	96	85	67	68	75	117	136	58	61
Engaged sessions	15	59	61	71	65	56	40	47	44				

Figure 5: PEARL-DNA project website online statistics

Assessment:

With a dedicated portfolio page and up to 136 visits per month, the PEARL-DNA website has partially reached its KPIs.

Further activities will be performed to attract 200 website visitors to reach this activity's KPI. Partners will continue posting regular updates on the website blog and link social media posts and newsletters to the website. Moreover, a new project introduction video is expected to attract 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 are kept updated on the noteworthy advancements in the project through short news articles published on the project website. All partners have contributed to the website content in the form of text, photo and/or video materials, while the content was finalised and posted by accelCH.

Assessment:

Each important public activity of the project has been featured in the form of a news post. To date, 26 news pieces have been posted on the website, surpassing the KPI.

3.1.3 Social Media

Activity:	Lead:	Target group:	Timeline:	KPI:
Social media management	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. Three social media channels have been created for the PEARL-DNA project, namely LinkedIn, Facebook, and YouTube. LinkedIn, as a professional network, allows project partners to stay connected with industry representatives and other innovative and scientific projects.

accelCH in collaboration with all PEARL-DNA partners is responsible for creating content for social media channels and adapting the posts to the specifications of each platform. Facebook and LinkedIn campaigns included team introduction posts, events promotions, and an informative "Good to Know" campaign about the current state and the future of data storage technologies. Project's YouTube channel has been created to store video content that can then be embedded on the PEARL-DNA website.

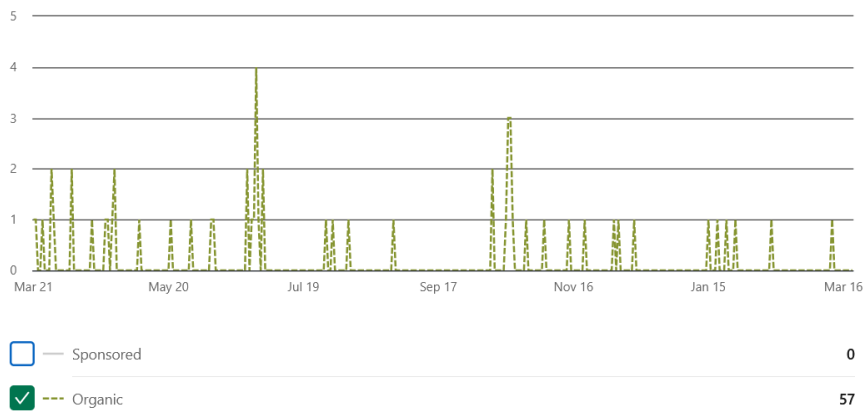


Figure 6: PEARL-DNA LinkedIn page new followers M5-M17

PEARL-DNA LinkedIn channel is the main social media channel that is generating the biggest traffic for the project – 13,104 impressions and 134 followers by M18. The follower acquisition on LinkedIn has been relatively stable over the past 12 months of the project, as shown in the Figure 6. Despite the same content being published as on LinkedIn, PEARL-DNA Facebook channel has generated three

followers by M18 of the project. It has been therefore decided to limit efforts spent on managing the Facebook channel and focus only on the main events. Despite this, the channel will be kept alive, as Facebook is one of the world's most popular social media platforms to reach a wider audience. Project's YouTube channel has 9 subscribers by M18.

Assessment:

By M18, the project has 146 followers across all platforms – 49% of the goal – meaning that the project is well on the path to reach the KPI of 300 followers on social media. Further efforts will be made to attract attention to the pages through content creation that is appealing to the audience, such as partner updates and interactions with other pages. Furthermore, the EIC Pathfinder Challenge portfolio has its own LinkedIn channel that can help promote the PEARL-DNA page.

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 the project and talk to the public. PEARL-DNA has already issued the first press release at the beginning of the project including the project insights and goals for overcoming the state of art technological limitations in data storage. This press release has been circulated with all partners and translated into local languages including German and Slovenian.



Figure 7: PEARL-DNA first press release.

Assessment:

With one press release published, PEARL-DNA is progressing towards meeting the KPIs for this activity. As more substantial results are expected later in the project, additional press releases are planned for the second half of the project, helping to achieve the target of three 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 publishes a newsletter informing interested audiences about the latest news and updates. This bi-monthly 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 can subscribe to the

newsletter from the website or using QR codes and links posted on the project's social media channels. The signup forms and data records are GDPR-compliant and the conditions are explained on the privacy page. The older campaigns can be viewed on the Media page.

Assessment:

With 44 newsletter subscribers and 6 newsletters, PEARL-DNA is on the way of reaching its KPIs for the project newsletter. The newsletters are sent out bimonthly as planned and the subscription form is available on each page of the project's website, each blog post and many social media posts to ensure broader reach.

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 minimum 8 events.

For highly innovative projects such as PEARL-DNA that are working to deliver proof-of-concept cutting-edge technology, it is key to communicate the importance of the research, the initial challenge and the proposed technological solutions. Therefore, the scientific content has been transformed into infographics and simplified text that is more appealing to a wider audience. As a result, the following materials have been created: a project poster, a flyer, roll-up banner, explanatory flyer for kids in German, and business cards. The designs prepared for print are available to all partners on the common cloud system, each partner can use the available designs and print the materials locally or request editing and adaptation from accelCH to tailor their events.



Figure 8: PEARL-DNA Flyer for kids in German.

Assessment:

With all the planned print materials prepared and used in 6 events, the project has almost reached this KPIs. Further events that will feature PEARL-DNA printed materials are planned by the partners.

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

The project has published its first video, featuring interviews with project partners and a general explanation of the technology, on YouTube and shared it on its media channels LinkedIn and Facebook and Newsletter in M18. Furthermore, this video features project's participation in the EIC challenge portfolio and promotes other portfolio projects.



Figure 9: PEARL-DNA Project Introduction video.

Project partners have shown interest in creating further video content including interviews with the partners and technology demonstrations; these potential videos will be created in the second half of the project in necessary.

Assessment:

The project has not yet met the KPI for video materials. The first PEARL-DNA video was launched in M18. A video demonstrating the project's technologies may be produced once all necessary patent applications have been filed. This will be reassessed later in the project, depending on technological developments and the intellectual property status at that time. If producing a demonstration video proves unfeasible, the partners will reconsider the KPIs for this activity.

Activity:	Lead:	Target group:	Timeline:	KPI:
Infographics	accelCH	Public, all stakeholders	M1-M36	3 infographics

For innovative interdisciplinary projects such as PEARL-DNA, it is crucial to represent complex pieces of information in the form of infographics making it easier to understand and more memorable for viewers. Infographics are a multi-use communication tool that will be placed in other materials including the project website, video, flyers, posters, news posts, and newsletters. Furthermore, infographics are highly shareable on social media platforms and other digital channels, increasing the likelihood of reaching a wider audience and driving engagement with the project. At the start of the project, an infographic of the PEARL-DNA data storage pipeline had already been created and used in various communication materials. Partners plan to create further infographics as more research results become available.

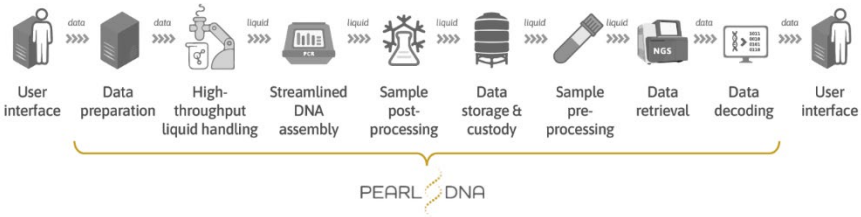


Figure 10: PEARL-DNA data storage pipeline.

Assessment:

The project has not yet reached this KPI, as further infographics are expected to be created once more project results are published. As more substantial results are expected later in the project, additional press releases are planned for the second half of the project, helping to achieve the target of three press releases.

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

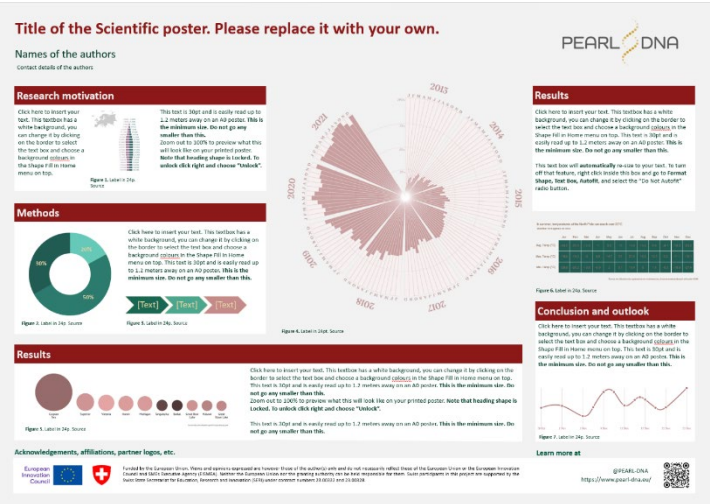


Figure 11: Scientific poster template.

Project partners planning to participate in scientific conferences benefit from a standardised design template for PEARL-DNA research outcomes. accelCH has created a template for a scientific poster in PowerPoint format that allows an easy use and adaptation for partners with various levels of design skills.

Assessment:

The targets for this activity have been achieved.

3.1.7 Public engagement

Activity:	Lead:	Target group:	Timeline:	KPI:
Participating in public events	All partners	Public	M1-M36	3 public engagements & 100 persons reached per year

Partners at PEARL-DNA have set to attend multiple events per year to reach various audiences. Since the beginning of the project, PEARL-DNA consortium members have actively engaged with the public and particularly the younger audience. In the first project year, PEARL-DNA partners participated in three public events to promote the project and encourage interest in STEM among diverse audiences. These include engagements with STEM students at job fairs including EESTEC JobFair 2024 and 2025, BioFair, and participation in the Girls' and Boys' Day at LUH. Furthermore, parts of the PEARL-DNA concept have already been incorporated into the relevant lectures for Biosystems Technology and Bioinformatics at THWi, specifically within the Molecular Biotechnology master's course and the Microbiology bachelor's course, each accommodating around 10 students.



Figure 12: BioSis at BioFair 2024.

Assessment:

The project is in line with the set KPIs to participate in three public engagements and reach 100 persons per year. To continue the success of the first year, partners have planned further activities including job fairs, summer schools, and local economic development events.

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 their scientific publications, PEARL-DNA partners will also communicate their results to a wider audience outside of the scientific community. For this, partners have identified several popular science outlets including Binaire magazine, Wirkstoff Radio, Slovenia Times. Partners will also utilise their own dissemination resources, including BioSistemika's Medium channel.

Assessment:

By M18, the project had not yet published in popular science outlets. As the research is still ongoing and some patent applications are in progress, it was decided not to engage with popular science outlets at this stage. However, the KPIs for this activity are expected to be met by the end of the project.

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 final public portfolio event for PEARL-DNA in M36 will be organised by BioSis with the support from accelCH as a platform to share results sharing from each portfolio working group. This event will bring together EIC-Pathfinder Challenge portfolio members and other interested representatives of the scientific community, industry and regulatory stakeholders to provide a platform for sharing project outcomes, research journeys and experiences, as well as discussing the future of DNA-based data storage. The public portfolio event can be combined with one of the General Assembly meetings of the portfolio that are planned to be held once a year physically. Members from other projects and partners will be invited to participate, which will facilitate the collaborations towards a strong European network.

Assessment:

This activity has not started yet.

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 focus on engaging the scientific community and align with T6.3 – Dissemination of research and innovation results, as outlined in the DoA. It is the responsibility of each partner to identify dissemination outlets suitable for their expertise and present their findings accordingly. Partners may engage 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 open access publications in peer-reviews journals

Scientific publications are one of the key ways of sharing the project achievements. Presenting the research results through scientific publications not only contributes to the advancement of the state of the art but also allows other researchers to go a step forward, as outlined by the EC. Academic as well as non-academic consortium members of the PEARL-DNA project plan to disseminate their research results through high-impact journals.

Assessment:

To date, the project has no scientific publications; however, several publications are in development. Specifically, LUH and BioSis are actively working on a publication on the efficacy and real-world performance of the EDC module. LUH plans to submit a manuscript on error correction for data storage using block-by-block synthesised DNA. IMG plans to publish the results on DNA stability and retrieval in the container, including a detailed procedure for the evaluation.

3.2.2 Scientific conferences and events

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

In addition to knowledge sharing, dissemination through scientific conferences helps keep the consortium up to date with current technological advancements in their respective fields and provides a platform for dialogue to foster synergies and collaborations. While the majority of dissemination activities are expected to take place in RP2, several key activities occurred during the first 18 months of the project:

- BioSis attended the AIT2024 conference (January 29-31, 2024, Switzerland) organised by HES-SO and is expected to present PEARL-DNA related results in future editions of this conference.
- LUH has participated in the Coding Theory and Algorithms for DNA-based Data Storage workshop (July 7, 2024, Greece) as part of the International Symposium on Information Theory 2024, where PEARL-DNA was presented in the form of a scientific poster.

Assessment:

This KPI has not yet been achieved, as more scientific results are expected to emerge in the second half of the project and lead to conference contributions. Project partners will continue dissemination activities as planned. Each partner will identify dissemination outlets suitable for their expertise and present their findings accordingly.

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

As planned in the Plan for dissemination and communication activities, PEARL-DNA participates in collaborative activities with industry representatives and other EU-funded initiatives.

- During an analytica trade fair (April 9-12, 2024, Germany) and ADLM 2024 (July 28-August 1, 2024, USA) BioSis engaged with an audience eager for cutting-edge solutions in the life sciences sector and laboratory medicine through exhibition booths.
- PEARL-DNA partners attended GS1 Global Forum 2024 (February 19-22, 2024, Belgium) and Les journées MoleculArXiv (May 15-17, 2024, France) workshop connecting with other industry players.
- PEARL-DNA has been highlighted as an example of a successful Pathfinder Challenge project proposal for an EIC Pathfinder Challenges Info Day (March 20, 2024, Belgium) as part of the European Commission's flagship event – The EIC Research and Innovation Week 2024. This event provided an excellent platform for participants to present their ideas for a project and explore collaborative opportunities.

For the duration of the project, the consortium members are set to participate in five collaborative activities including industry fairs participation, workshops and roundtables. Furthermore, project partners (IMG, BioSis) are active members of the DNA Data Storage Alliance in two working groups on Data retention and Interoperability and have previously presented for the members of the alliance. Therefore, PEARL-DNA partners will actively monitor events organised by the DNA Data Storage Alliance to present project results.

Assessment:

The project has already participated in four of the five planned industry and collaborative events and remains on track to achieve the KPI by the end of the project.

3.2.4 PEARL-DNA Workshop

Activity:	Lead:	Target group:	Timeline:	KPI:
Workshop	LUH	Scientific community, industry, media	M15-M36	1 in-person workshop event, 20 participants

In addition to participating in well-established international scientific conferences, PEARL-DNA also plans to organise its own event to share project results and co-create with the community. LUH contributes to technology standardisation initiatives by promoting emerging technologies in industry-led initiatives and is interested in co-organising a collaborative event.

Assessment:

This activity has not yet started, as there has been no appropriate moment for its execution. However, it is planned to take place in the form of a workshop or roundtable, involving various groups of stakeholders depending on the project's progress.

3.2.5 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

Towards the end of the project, accelCH with support from all partners will organise an End of Project Symposium. During this event, stakeholder representatives including the scientific community, industry, and media will be informed about project results and discuss best practices as well as investigate potential future collaborations. Other portfolio projects will also be invited to participate in this physical event to join efforts and ensure participation from direct stakeholders of the project.

Assessment:

This activity has not started yet.

3.2.6 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

Establishing a systematic method for knowledge sharing with interested stakeholders and networks of portfolio partners is crucial. Initially, bi-annual webinars were planned to facilitate knowledge transfer between portfolio projects. However, to accelerate knowledge sharing within the portfolio, it was decided to host the webinars bimonthly. To date, two webinars have been hosted, with the first co-hosted by the PEARL-DNA coordinator. accelCH is responsible for the communication, promotion, and technical support of all webinars. The format includes presentations by partners and invited speakers, followed by Q&A sessions. The webinars are recorded and made available on PEARL-DNA media channels.

Assessment:

This activity is progressing well, with two webinars already hosted and four more scheduled. Webinar 1 attracted 126 viewers, while Webinar 2 had 58 viewers. Additionally, more views continue to be generated from the recordings published on the PEARL-DNA YouTube channel.

3.3 Summary of activities

This section serves as a reference guide for monitoring concrete communication and dissemination activities and KPIs.

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	In progress
News posts	accelCH	All stakeholders	M1-M36	1 post per month	In progress
Social media management	accelCH	All stakeholders	M1-M36	300 followers across all platforms (cumulative)	In progress
Press release	accelCH	All stakeholders	M1-M36	3 press releases	In progress
Project newsletter	accelCH	Public, industry	M8-M36	15 newsletters, 60 newsletter subscribers	In progress
Print materials	accelCH	All stakeholders	M1-M36	1 poster, 1 roll-up banner, business cards, 2 flyers. Materials used in minimum 5 events.	Achieved
Video materials	accelCH	All stakeholders	M1-M36	3 video interviews, 1 video demonstration	In progress
Infographics	accelCH	Public, all stakeholders	M1-M36	3 infographics	In progress
Scientific poster	accelCH	Scientific community	M1-M36	Scientific poster template in landscape and portrait format	Achieved
Participating in public events	All partners	Public	M1-M36	3 public engagement & 100 persons reached per year	In progress
Communicating through popular science outlets	All partners	Public, industry	M1-M36	3 activities, 300 impressions	Not started

EIC-Pathfinder Challenge portfolio public event	BioSis, accelCH	Portfolio projects, policy, scientific community	M36	50 participants including 15 representatives from all portfolio projects	Not started

Dissemination activities					
Publications in scientific journals	LUH, IMG, HES-SO, THWi	Scientific community, industry	M5-M36	5 gold open access publications in peer-reviews journals	Not started
Scientific conference participation	All partners	Scientific community	M4-M36	7 participations through oral presentation or scientific poster	In progress
Industry and collaborative events	All partners	Industry, portfolio projects, policymakers	M5-M36	5 event participations	In progress
PEARL-DNA Workshop	All partners	Scientific community, industry, media	M15-M36	1 in-person collaborative event, 20 participants	Not started
End of Project Symposium	BioSis, all partners	Scientific community, industry, media	M30-M36	1 event, 30 attendees	Not started
EIC-Pathfinder Challenge portfolio webinars	accelCH, all partners	Portfolio projects, policy, scientific community	M9-M36	4 webinars, cumulative participation from all portfolio projects	In progress

4 Future work

The updated plan will cover activities for M18–M36 of the project, with performance being continuously evaluated according to the KPIs set in Deliverable D6.2: Plan for Dissemination and Communication Activities. Due to the sensitivity of the technology being developed and the evolving IP status, some planned dissemination or communication activities may not be implemented. All final outcomes will be included in D6.5 – Final Report: Plan for Dissemination and Communication Activities at M36.