



D4.3 Communication, Dissemination and Exploitation Plan WP4

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Signatures

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Summary

This Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote EVEREST during the 48 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Keywords

EVEREST, communication, dissemination, exploitation.

Abbreviations and acronyms

Acronym	Description
WP	Work Package
NPP	Nuclear Power Plant
EGPRS	Expert Group on Physics of Reactor Systems
EGMUP	Expert Group on Reactor Systems Multi-Physics
IPR	Intellectual Property Management
TSO	Technical Safety Organization
MP models	Multi-Physics models
WPRS	Working Party on Scientific Issues and Uncertainty Analysis of Reactor System

1 Introduction

1.1 Purpose and scope

Communication and dissemination activities are a top priority in European collaborative research projects funded under the European Union's Horizon Europe program.

The purpose of this deliverable is to describe the communication and dissemination strategy of EVEREST, and to provide greater visibility of the process. This document identifies the communication objectives, target groups and key messages, and defines the tools and channels used to communicate with the audience and to disseminate project results.

The scope includes all actions taken internally and externally of the project in terms of knowledge dissemination and public communication regarding EVEREST and its results. Communication actions will be continuously monitored and updated in an Intermediate Exploitation Strategy due in M18.

1.2 Partner contributions

BME leads communication and dissemination activities for EVEREST. More specifically, BME focuses on the global communication of the project and its results as well as the dissemination of results and progress to key stakeholders (researchers, regulators, NPP operators, technical support organisations, students, etc.). The communication and dissemination strategy outlined in this deliverable will be followed by all partners.

A summary of partner contributions to this strategy can be found in the table below.

Partner	Contribution
BME	Dissemination and exploitation BME leads this task on the dissemination of the EVEREST project results to the scientific community and stakeholders. This task delivers a communication, dissemination and exploitation plan and interacts with all packages related to knowledge production within the project. Education and training Leading this task, BME develops and implements the education and training activities for the project. It will organize the summer school for students and the training of regulators.
LGI	Public Communication Through this task, LGI develops and implements the project's communication strategy to the project's target audiences.
GRS gGmbH	Final event GRS gGmbH will be facilitating the final meeting at the end of the project to disseminate the knowledge from the whole duration of the project.
Other partners	All tasks Contribution to the dissemination and exploitation of the project, as well as to project newsletters.

Table 1: Partner contributions

1.3 Relation to other activities

The success of the overall communication and dissemination strategy depends on, and is linked to, the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP4 with information on their activities and in sharing relevant information about the project to their own contacts and networks.

2 Objectives

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon Europe program.

Based on the needs of the project, the EVEREST project's main **communication and dissemination objectives** include the following:

- Disseminate the project achievements through communication channels to relevant target audiences;
- Engage with stakeholders to further disseminate knowledge of the EVEREST project using stakeholder networks;
- Participate to events, conferences, and contribute to selected scientific publications;
- Organise a summer school to get the next generation of professionals interested in the technology developed
- Organise a training on the use of the methods developed for regulators and utilities;
- To have the project be featured in at least one SNETP newsletter by the end of the project;
- Spreading information on the project's activities and results widely among stakeholders;
- Ensuring continuation and sustainability of the EVEREST results beyond the project, thus paving the way for the continuous uptake of the results across the relevant European and international communities;
- Establishing synergies and boosting new collaboration with external parties, such as public authorities and international organisations, to utilise a multiplier effect, thus contributing to knowledge building and best practices diffusion in Europe and beyond, avoiding overlap of different projects;

3 Communication and dissemination strategy

The overall EVEREST communication and dissemination strategy is based on a series of key messages tailored for specific audiences and comprehensive and consistent project description. Both will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

3.1 Target audiences

The EVEREST project aims to reach key target groups through its communication and dissemination strategy including the researchers, the regulators, the NPP operators, the technical support organisations, the students and the general public. Each communication action will be targeted at different levels: local, nationwide, European and global. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences. The relevance and importance of communicating/disseminating to each stakeholder group is summarised in the table below.

Target audience	Relevance
Researchers	Further research is required to reach a mature technology
Regulators	To foster uptake in the real world
NPP operators	To foster uptake in the real world
Technical Support Organisations	To foster uptake in the real world
Students	Preservation of knowledge
General Public	To gain public acceptance

Table 2: Relevance of EVEREST outcomes for each target audience

3.2 Key messages

An initial set of tailored messages for EVEREST has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.

Target audience	Key messages
Researchers	The EVEREST project is designed to provide researchers with high-quality validation data that will enhance the reliability of advanced models in nuclear engineering.
Regulators	EVEREST aims to prove that these models can be trusted for regulatory decision-making, ensuring compliance with safety standards and fostering more efficient licensing procedures.
NPP operators	The EVEREST project will highlight the significant role and potential benefits that advanced modelling can play for operation in general and long-term operation in particular.

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Technical Organisations	EVEREST will validate that advanced modelling techniques are not only accurate but also highly practical for real-world applications in nuclear energy.
Students	Nuclear energy is a rapidly evolving and exciting field, and there's much more to it than just modelling. Through EVEREST, students will have the opportunity to engage in cutting-edge research and learn how advanced technology is shaping the future of nuclear power.
General Public	The EVEREST project is dedicated to showing that extending the operational life of nuclear power plants can be done safely and without compromising public health.

Table 3: Key messages for each target audience

3.3 Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated.

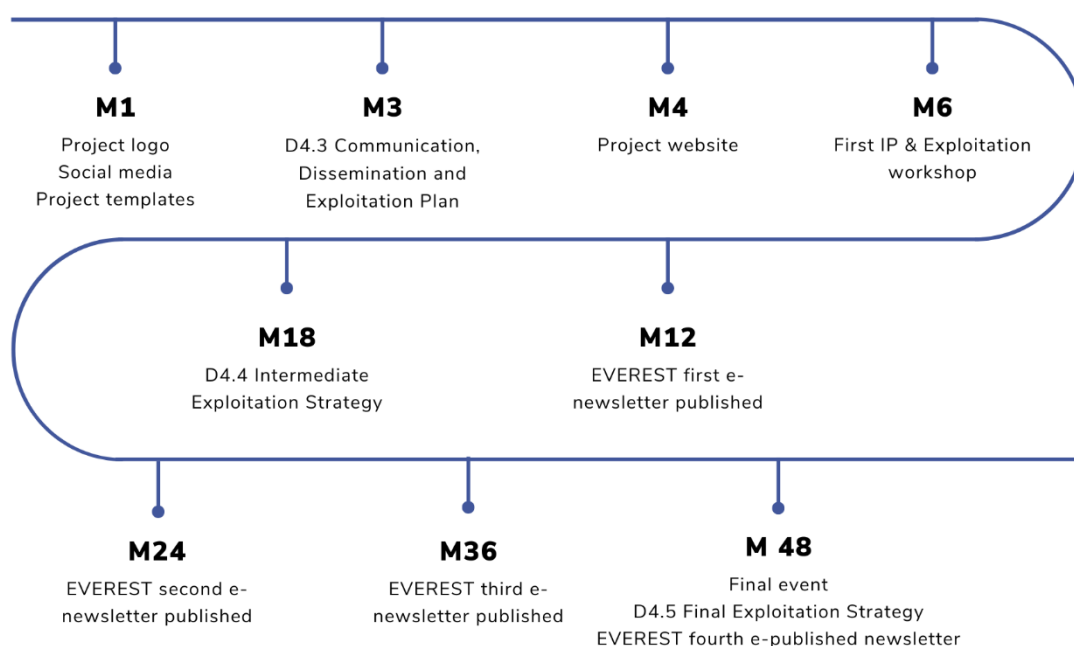


Figure 1: Timeline

4 Management

4.1 Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on content creation and relay the information shared through EVEREST communication channels.

LGI uses the email address contact@projecteverest.eu to receive news, announcements, scientific papers, pictures or information concerning partner participation in events related to the project.

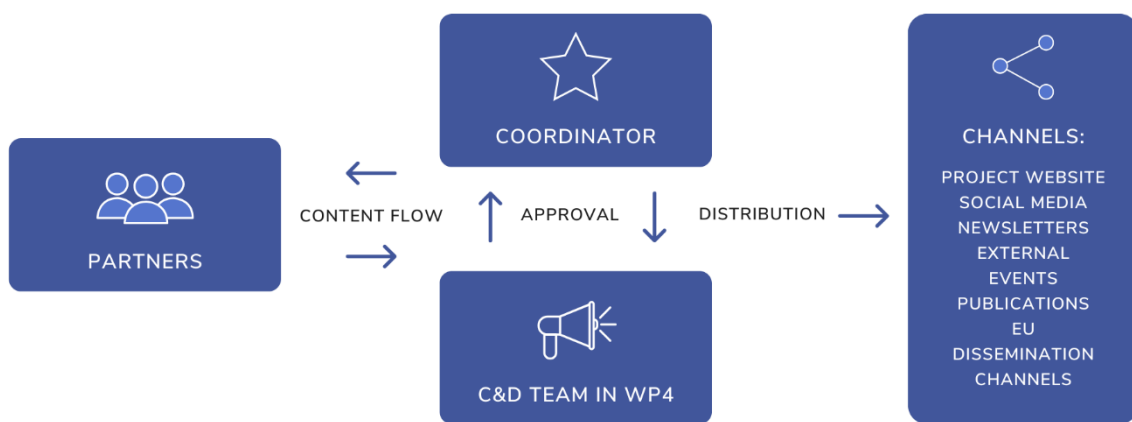


Figure 2: Content information flow

4.2 Role and responsibility of partners

To ease the flow of information and simplify the communication process between partners, an online form was created. Partners can fill out the [form](#) when they participate in an event, attend a conference related to the EVEREST project or this [form](#) when they publish an article about the project.

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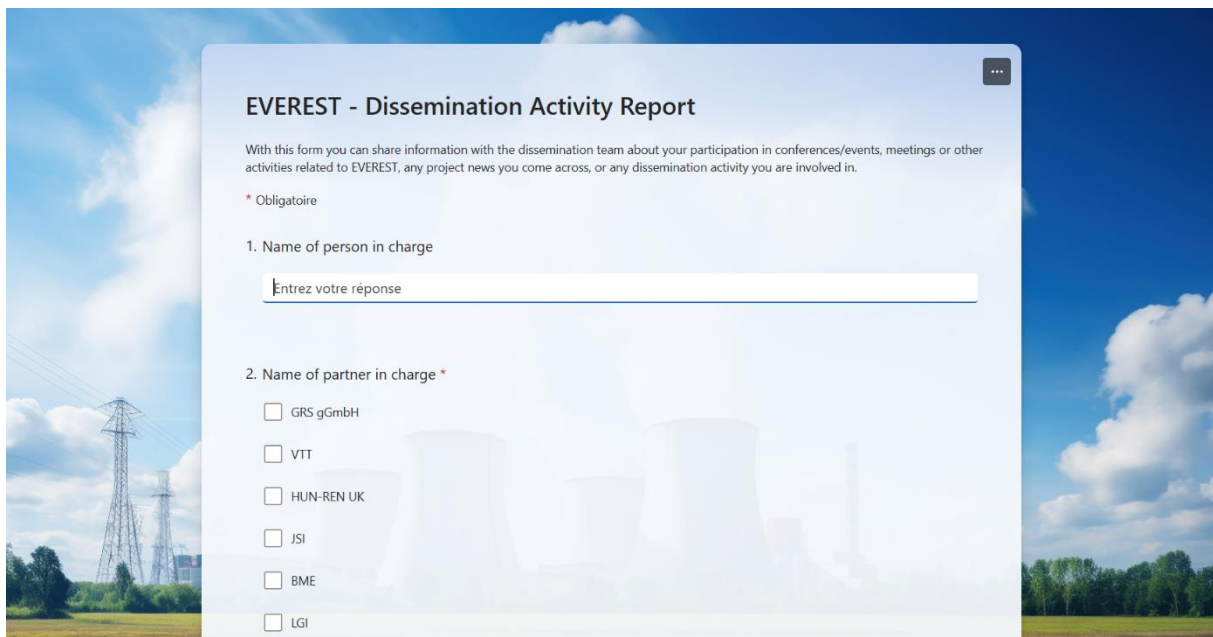


Figure 3: Screenshot of the reporting form

Partners are strongly encouraged to use this form frequently in order to provide communication and dissemination content to include in the project newsletters, website newsroom and social media channels. This form will also be used to collect information for reporting periods.

5 Communication channels and tools

5.1 Visual identity

All the communication and dissemination tools described in this deliverable are consistent with the EVEREST project's brand identity, which aligns with the image that the project wishes to convey. In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem, acknowledgement and required disclaimer with the sentences above (Article 17.2). Moreover, it is important to note that "when displayed with another logo, the EU emblem must have appropriate prominence" (Article 17.2).



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Figure 4: EU emblem and acknowledgement

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Figure 5 4: EU disclaimer

1.1.1 Logo

One of the first communications actions was to develop the project's visual identity. To build its brand recognition from the very beginning, a logo was designed on time for the kick-off meeting of the project. It is, and will be, associated and included in all paper and electronic documentation as well as promotional materials.

To ensure a strong project identity, several logo versions were designed, analysed and altered to best represent EVEREST in the simplest and clearest way possible.

The EVEREST logo was crafted to symbolise the project's commitment to enhancing the safety and efficiency of nuclear reactors through advanced multi-physics modelling. The logo features a stylised mountain, reminiscent of Mount Everest, representing strength, stability, and the formidable challenge of improving nuclear safety. The choice of blue as the primary colour conveys trust, reliability, and a connection to the high-tech nature of the project, emphasising the scientific rigour and precision at its core. The font used, "Days," is a display typeface that commands attention and is particularly effective in large, capitalised headlines. Its bold, clean lines reflect the project's dedication to clarity and professionalism.

The Logo toolkit has been made available to all partners on the project's dedicated online workspace. Several other logo options were designed to offer versatility.

In text, the project should be referred to as EVEREST (all capital).



Figure 5: Official logo

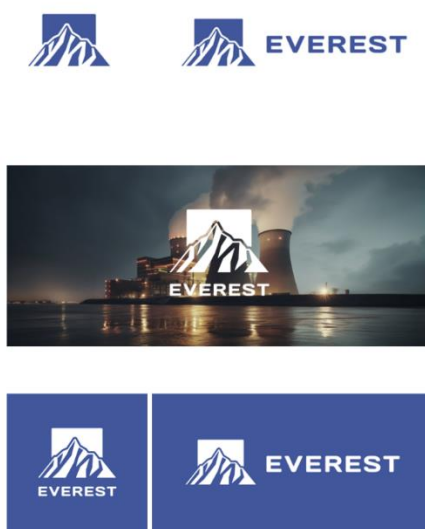
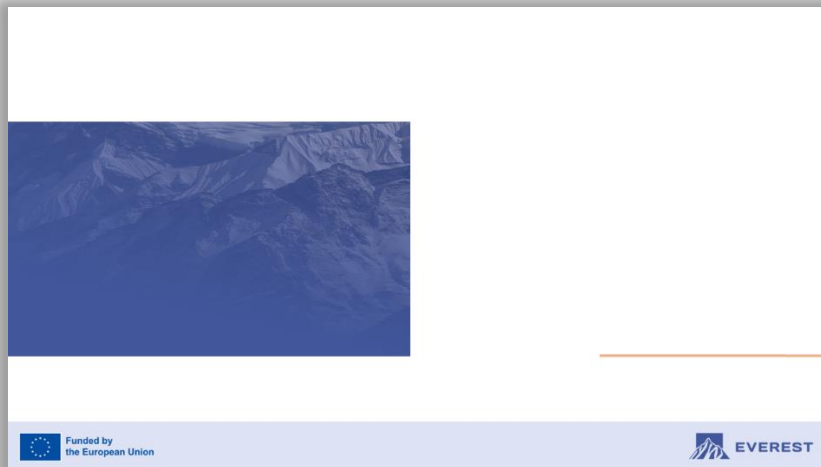
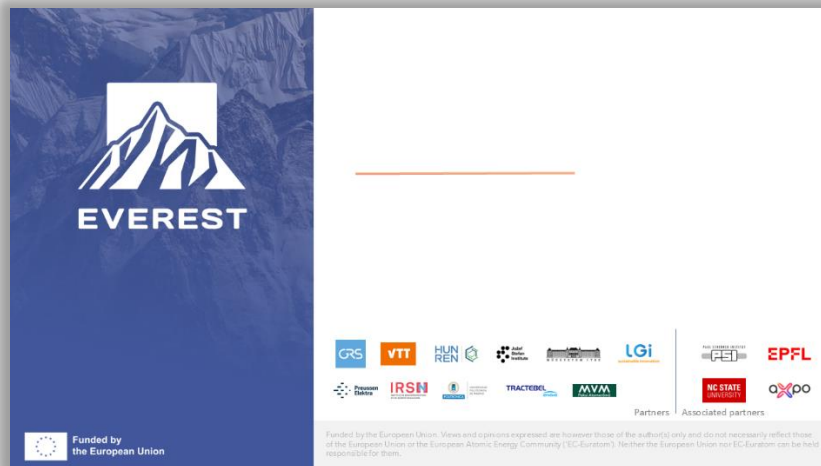


Figure 6: Logo variations

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1.1.2 Project presentation template

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the EVEREST brand and ensures the project's visibility when presented at events or conferences.



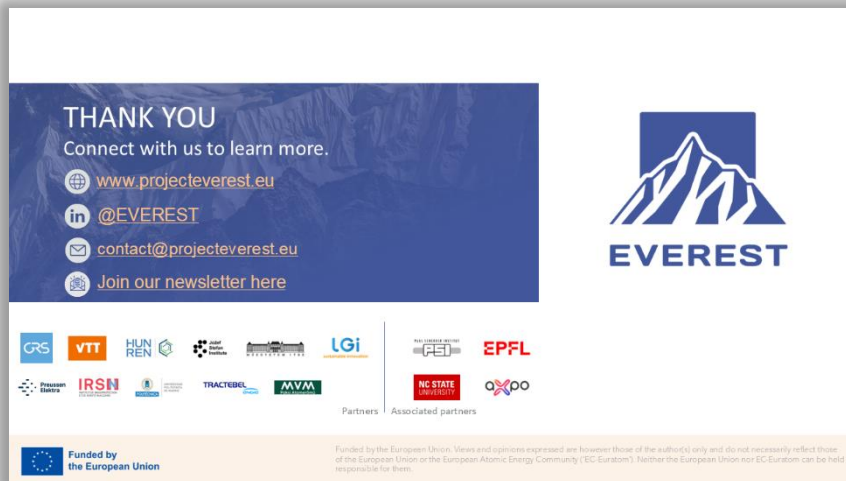


Figure 7: PowerPoint template

1.1.3 Deliverable template

A Word document template was also prepared and shared with all EVEREST partners shortly after the start of the project. Consistent with the EVEREST visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.



Figure 8: Deliverable template cover

1.1.4 Other materials

Standard presentation: a standard presentation will be developed in English and continuously updated based on project achievements. Partners will be able to use this standard presentation at conferences, events, workshops and meetings with stakeholders, and will be free to adapt and translate it based on their needs.

Roll-up: a roll-up will be designed for display at various events and conferences attended by project partners. It will include visual elements that represent the project, a brief summary, consortium members and contact information. The roll-up will only be printed once when the first physical event is confirmed and EVEREST partners will be present.

Other promotional materials: visuals will be created to promote project events, publications and project news across the EVEREST communication channels including social media as needed.

5.2 Project description

A text describing EVEREST has been drafted in two version (short and long) **to ensure a comprehensive and consistent message about the project**. The project descriptions will be used by all partners in materials dedicated to promoting, communicating and disseminating the results of EVEREST—such as flyers, PowerPoint presentations, and articles published by the partners—and to present the project at events or conferences.

Short version:

EVEREST is a Horizon Europe project which enhances nuclear reactor safety by advancing multi-physics modelling, providing more accurate data for informed decisions, and supporting climate-neutral energy production.

Visit the project website for more information at www.projecteverest.eu

Coordinator: YANN PERIN, GRS

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Long version:

The EVEREST project is dedicated to improving the safety and efficiency of nuclear reactors through cutting-edge multi-physics modelling. By leveraging advanced computational tools, EVEREST produces more accurate and detailed data, which is essential for validating and refining safety margins in nuclear power plants. This research not only contributes to safer, more efficient energy production but also supports the transition to climate-neutral energy systems. The project actively involves key stakeholders—such as students, utilities, and regulators—by providing training, promoting the adoption of these advanced models, and ensuring the long-term preservation of nuclear safety knowledge through educational initiatives.

Visit the project website for more information at www.projecteverest.eu

Coordinator: YANN PERIN, GRS

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5.3 Online resources

1.1.5 Website

The EVEREST project website will be launched in December 2024: www.projecteverest.eu

The website will serve as the primary information source for the project and will be where most stakeholders will go to find out more about its activities. The design will be intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. Once live, the website will be continuously updated with news, events, communication items, deliverables and results to keep frequent visitors and target audiences engaged.

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To make useful and relevant information available for online visitors, it was decided that the website should address the needs and questions that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- Who the project partners are
- What the latest news and events of the project are
- Where to find more information on the topic or related topics

Browser compatibility: the website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjust based on the screen size of the device it is viewed on, regardless of whether the device used it a desktop, tablet or mobile phone.

Monitoring: to understand how the website is used by visitors, Google Analytics, or a similar tool will be employed. Upcoming reports will provide insights regarding:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

Three main sections will be used to communicate and disseminate information:

1. **Newsroom:** activities, milestones, results and news related to the project will be featured in articles and posts
2. **Events calendar:** past and upcoming events internal and external to the project will be updated regularly
3. **Resources:** public deliverables and reports, electronic newsletters and all promotional materials produced will be made available for download

5.4 Social media

One social media channel, LinkedIn, will be utilised throughout the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences will be targeted and engaged with across this platform:

- Scientific
- General public

A first list of hashtags related to EVEREST has been developed and will be used to maximise the project's visibility on all channels.

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General	Specific
#EVEREST #Innovation #H2020 #Horizon2020	#EURATOM #SNETPPortfolio #NuclearSafety #Nuclear

Table 4: Hashtags

1.1.6 LinkedIn

A LinkedIn page was created for EVEREST : www.linkedin.com/company/projecteverest

The EVEREST LinkedIn account will be managed daily. In terms of audience, a specific focus on the general public but also researchers and project stakeholders (consortium members, advisory board members and end user group members) will be operated.

In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one post or share on a weekly basis
- Reply to users who mention **@EVEREST**
- Follow and engage users who post content related to EVEREST activities
- Track specific words, mentions and trending hashtags

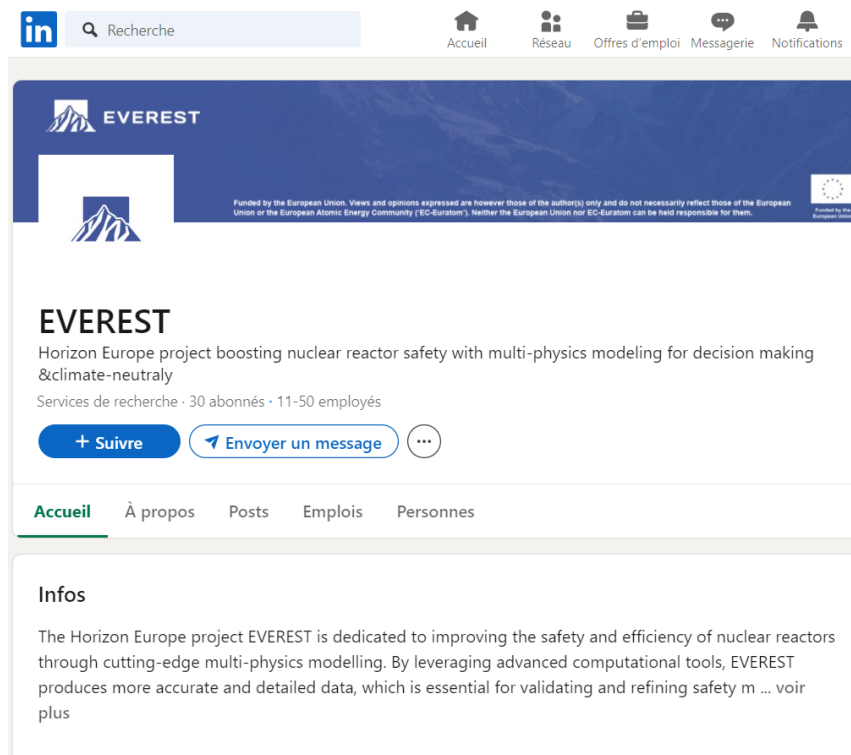


Figure 9: LinkedIn account

5.5 Newsletters

At least 4 electronic newsletters will be distributed over the course of the project, on an annual basis. The newsletters will inform the EVEREST community on the latest achievements of the project, progress, outcomes and relevant events, conferences and workshops. To develop interest in the newsletter, partners are encouraged to share all relevant information related to the project using a form accessible directly on the project's digital workplace as described in section 4.2 of this document.

The newsletter will contain different sections, including:

- An editorial written by the coordinator providing an overview of the previous year
- A feature on the results achieved
- A technical update from each work package leader on progress made
- A recap of the events attended and upcoming events of interest

Results and statistics will be drawn for each newsletter. Conclusions will be drawn and possible areas of improvement will be discussed to optimise future editions.

The first newsletter will likely be distributed in August 2025, depending on the progress of the project.

A [subscription](#) pop-up box compliant with GDPR regulation will be added to the website to encourage visitors to subscribe to the newsletter in order to receive the latest project results and achievements.

5.6 Press releases

To ensure efficient communication and visibility in mainstream and specialised media in the field of nuclear reactor safety, press releases may be shared whenever relevant depending on the achievements of the project.

5.7 Factsheets

Factsheets may be developed and produced as another communication tool in order to effectively communicate the objectives and results of the EVEREST project to specific target audiences. These will be created if required.

6 Dissemination channels and content

6.1 Interactions and exchange with other related projects

EVEREST will aim to foster a close collaboration with relevant networks, clusters, and initiatives at European and national/regional levels to share information and exploit synergies and additional dissemination channels. Several networks, clusters, initiatives, and platforms at the European and national/regional level to establish close collaboration with EVEREST have been identified: ONCORE (IAEA), WPRS (OECD/NEA) especially the two expert groups EGMUP and EGPRS, SINBAD Task Force (OECD/NEA), ETSON, . Experience and insights gained from completed projects such as H2020 McSAFER or the American project CASL will be used to good advantage.

6.2 Conferences and events

Presenting the EVEREST results at conferences and having a booth to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage closely with stakeholders.

The project consortium will attend events that are relevant to the topic and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented.

An online form (described in section 4.2) was created to track and monitor partner participation in international and national conferences.

The EVEREST project has identified several events of interest including the following:

- Eurosafe Forum (annual)
- SNETP Forum (annual)
- International Conference on Nuclear Engineering (ICONE – biannual)
- Mathematics & Computation (M&C – biannual)
- International Conference on Physics of Reactors (PHYSOR – biannual)
- Advancements in Nuclear Instrumentation Measurement Methods and their Applications (ANIMMA - triannual)
- International Topical Meeting on Nuclear Reactor Thermal Hydraulics (NURETH – biannual)
- International Congress on Advances in Nuclear Power Plants (ICAPP)

The EVEREST project will participate in 28 events and conferences and will hold a final event to present the main outcomes and results of the project to the community. Both conferences and events will serve to disseminate project results to key stakeholders.

6.3 European dissemination channels

All official channels established by EU institutions will be used to disseminate the project's results. The following official EU dissemination channels will be targeted:

Magazines	Research*eu results magazine	www.cordis.europa.eu/research-eu/home_fr.html
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Portals	Horizon – The EU Research and Innovation Magazine	https://horizon-magazine.eu/
	CORDIS	www.cordis.europa.eu/home_fr.html
	EU Research Newsroom	https://research-and-innovation.ec.europa.eu/news/news-alerts_en

Table 5: EU dissemination channels

6.4 Scientific publications

Several scientific publications will be prepared by lead academic partners involved in the project. These publications will include the main findings of the project's deliverables and will primarily be presented in some of the conferences listed in section 6.2 of this document.

EVEREST will follow the Horizon Europe open access policy by providing online access to scientific information that is free of charge to the end-user and that is reusable via platforms such as Zenodo, Open Science Repository and Open Research Europe. In the context of this project, scientific information refers to peer-reviewed scientific research articles, articles, conference papers and research data. The EVEREST project will combine different measures to foster open access to knowledge as much as possible.

Project partners will be encouraged to regularly share information about their scientific publications when related to the project through the online form described in section 4.2. Summaries of these publications will be disseminated on the project website, through the annual newsletter and on all social media channels.

7 Key performance indicators

Activity	Description	Target
Project website	The main communication tool for promoting EVEREST, the website will share general project information, public deliverables, and announce events.	• >350 visits by the end of the project
Roll-up	To be displayed at events to key audiences, both in-person and online, informing about EVEREST	• At least 5 events where the roll-up is displayed
E-newsletters	A yearly electronic newsletter will be issued to the EVEREST community to report on latest activities and news	• At least 200 subscribers by the end of the project
Social Media : LinkedIn	To build an online community among professionals in the field of advanced multiphysics measurements and modelling, and to raise awareness among followers	• At least 200 followers by the end of the project
Training	Training on the use of the methods developed	• >20 participants
Summer school	Getting the next generation of professionals interested in the technology developed	• >40 participants
SNETP newsletter	To announce the project's key activities and events and disseminate its results	• Project featured in at least one SNETP newsletter by the end of the project
Final event	Present the main outcomes and results of the project to the community, start exchanges on exploitation with potential partners and industry	• >40 participants
Events & conferences	To disseminate EVEREST's objectives and results	• 28 events and conferences where partners have participated by the end of the project
Scientific publications	To disseminate EVEREST's results among leading scientific journals	• 11 journal publications by the end of the project

Table 6: Key performance indicators

8 Exploitation

An objective of this document is to provide general recommendations on both joint and individual exploitation strategies in terms of commercial opportunities, IPR, knowledge management, and business model options for each partner, as well as consider their standardisation potential. This includes ensuring that sustainable business and funding models are defined for the results on the longer term after the project.

Exploitable results were identified during project preparation. A list of the main exploitable results and how partners intend to exploit them is summarised in the table below:

Key exploitable result	Potential users	Partner to exploit	Routes to exploitation
Final experimental data set	Code/Model developers	VTT, PSI, GRS, BME, EK, JSI, EPFL	Validation of codes and models, transposing to NPP conditions
Advanced MP NPP reactor models	Utilities, TSOs	EK, BME, EPFL, VTT, IRSN, PSI, GRS, PEL AXPO, PAKS, UPM, NCSU	Using the models for industrial applications (Long Term Operation)
Research reactor models	Research reactor owners	BME, EK, JSI, EPFL	Licensing of new experiment
Training material for regulators	Universities, students, regulators, young professionals	ALL	Continued use of the training material and making it available and accessible
New fiber-optics based detectors	Research reactor owners	BME, EK, JSI, EPFL	Providing the detector hardware to interested parties

Table 7: Key Exploitable Results

It is expected that additional exploitable results will be identified throughout the lifetime of the project. Therefore, this table is not final and is expected to evolve accordingly.

9 Conclusion

The Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote EVEREST and its results in an efficient yet impactful way. The plan will be updated and improved based on the monitoring results collected and an interim report on the exploitation activities (D4.4) carried out in the project will be submitted at M18.