



Work Package 1

Project Management and Dissemination

Deliverable D1.3

Dissemination Strategy and plan

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Deliverable D1.3

Dissemination Strategy and plan



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Deliverable D1.3

Dissemination Strategy and plan



ABSTRACT

Deliverable 1.3 is the first output of task 1.3 “Dissemination activities”, whose overall objectives are to disseminate the results obtained from the project to the scientific and industrial communities, to coordinate the knowledge of the technologies and the solutions coming out of the project and to pursue standardization of the HEECS technologies

The HEECS project was born to address the operational specifications of electronic cooking systems to improve their efficiency and define a complete set of European standards.

Microwave ovens are now based on bulky magnetrons that have reached their limits of performance and energy efficiency while occupying a relatively large space. HEECS is focusing on innovative technologies to reduce energy consumption of domestic microwave ovens by 25%. Such an improvement would therefore save more than 3.2 TWh a year.

Furthermore, there are currently no energy labels used in the market for these appliances. While current standards provide a helpful comparative test protocol, they do not allow for a full spectrum of efficiency measurements, representative of realistic use scenarios.

The HEECS consortium consider very important to disseminate his activities because such improvement can give a green contribution to Europe. It is therefore important to publish and disseminate the results through the most efficient channels, according to the target. On the other side it is very important to take into account confidentiality issues that born from competitive advantage given from technologies developed during the project to project partners.

This deliverable presents tools and approaches used in order to disseminate the results and the knowledge gained thanks to the project.

Deliverable D1.3

Dissemination Strategy and plan



Table of Contents

1.	Promotion Task Force & Dissemination outlook	5
2.	Confidentiality management	7
3.	Dissemination approach and objectives	8
3.1	Project Logo	9
3.2	Public website	11
3.3	Publication of Papers in Conferences and Journals	11
3.4	Demonstration Event	14
3.5	Dissemination activities done	14
3.5.1	NXP	14
3.5.2	UNIPDDIE	15
3.5.3	TU DELFT	15



1. Promotion Task Force & Dissemination outlook

Dissemination is regarded as a key factor for the success of the HEECS project, due to both its foundational level (of specific interest for Academic partners) and its clear exploitation in the industrial community (of interest of the industrial partners involved). Therefore, all the project partners will proactively carry out dissemination activities, whose ultimate objectives are:

- Facilitating interaction and information exchange among relevant research and industrial communities, in order to support potential technology transfers.
- Creating two-way communication channels with stakeholders, research communities and industry for disseminating the project deliverables and conclusions.
- Ensuring that the project results live on in a commercial context after the project completion (thus assisting the Exploitation of the project results).

To facilitate the achievement of the above objectives, HEECS consortium created a Promotion Task Force that takes care of suggesting the options for the dissemination of research activities and results achieved during the HEECS Project.

The Promotion Task Force has the following structure:

Role	Partner	Dissemination role
Academic	Warsaw	Academia / A2B
Academic	Chalmers	Academia / A2B
Academic	Università di Padova	Academia / A2B

Deliverable D1.3

Dissemination Strategy and plan



Academic	TU Delft	Academia / A2B
Technologist	NXP	B2B
Marketing Expert	NXP	B2B
Technologist	Bergh Hybrid Circuits	B2B
Marketing expert	Plextek	B2B
Technologist	ComHeat Microwave	B2B
Marketing expert	Whirlpool Sweden	B2C
Marketing expert	Whirlpool Europe	B2C

In the promotion strategy were defined different dissemination areas, depending on area of influence and audience of the project beneficiaries. The dissemination will be structured along several dimensions, i.e.: the actor (i.e., industrial and academic), the type (technical improvements or strategic guidelines), and the audience (internally to the consortium and or externally to a wider community).

Main channels of dissemination are identified as:

- **Academia and Academia to Business (A2B):** research activities and results will be presented on International Conferences and will be published on Scientific Journals. This will allow to reach a wide scientific audience in terms of academic research and possible application to other business areas
- **Business to Business (B2B) and Business to Customers (B2C):** industrial partners will focus their dissemination activities on improving their current operation and business position in existing markets, and on the creation of and preparation for new markets, with the intention to secure a strong leadership position in these new markets. To this

Deliverable D1.3

Dissemination Strategy and plan



end, standardization is an important means, which is not addressed for the moment in the dissemination strategy, but will play a very important role.

Dissemination actions from HEECS aim at communicating project results to a wide audience, fostering the adoption of project results and its impact, facilitating the exchange of information and the interaction with activities in industry, academia, and society as a whole. In parallel to dissemination, exploitation of results plays a major role, namely for the industrial partners, as this has a stronger industrial impact towards product development and standardization.

2. Confidentiality management

Since the HEECS project is very strategic for industrial partners, great attention was given to the dissemination phase from the viewpoint of publications. The partners found an agreement to guarantee on the one hand the right scientific dissemination (and visibility acquisition), in particular for the academic partners; on the other hand that sensitive information are maintained confidential within the consortium in respect of future exploitation of project results by industrial partner.

This agreement is enclosed in the Consortium Agreement and the procedure for approval of dissemination can be summarized in this way:

1. Publication request is sent to the Project Coordinator
2. The Coordinator circulates to all the parties.
3. Everyone has 60 days *from receipt* (not from when the request is made) to review. When PC circulates, he should copy the requesting party so it is clear when the 60 days starts.
4. Objections can be raised on the grounds of (a) protection of Background or Foreground, (b) protection of confidential information, (c) protection of commercial interests.

Deliverable D1.3

Dissemination Strategy and plan



5. If any party objects, they should inform the Coordinator and then liaise with the requesting party directly to negotiate changes, moratorium or cancellation.
6. If an objection is raised, Coordinator must inform all parties about the objection at the end of the 60 day period (although you could also inform as and when objections come in).
7. If an objection is raised, it must be resolved by agreement before publication can go ahead (with such delays or changes as agreed).
8. Once it is confirmed that no objections after 60 days, then publication is allowed.

3. Dissemination approach and objectives

This section defines the methodology adopted to implement the HEECS dissemination plan referring to what already planned in the “Description of Work” document.

The HEECS dissemination activity can be divided into two parts: internal and external dissemination.

The internal dissemination concerns instruments and activities addressed to the consortium partners, as document templates and internal technical meetings.

The external dissemination includes instruments and activities as website, scientific publications, fairs and conferences and other technical and communication material. The external dissemination has different targets and it will use the aforementioned tools depending on the objectives and the specific target to be reached.

In the dissemination activities, three different levels can be defined: awareness, understanding and action.

Deliverable D1.3

Dissemination Strategy and plan



First, it is important to create awareness on the project, its objectives and its results. Scientific publications and participation to conferences and other events are the first steps

The next step will be to select the target interested in understanding the project, its development and its results, improving the audience and the network of figures interested in it, gaining important feedbacks from the conversations about the project.

Then, it will be possible to reach the third level of dissemination that means action, change of practice. This important step involves, for example, institutions that will perceive the importance of the project and its outcomes in order to improve test protocols and their standardization.

3.1 Project Logo

Project brand image is fundamental for the project promotional activities and to build a clear reputation and identification of the project. To this aim a strong logo and various document templates have been developed. First of all, the logo has been chosen, among different proposals, and it has been the base for the design of the corporate image, with styles and colors for templates including letters, presentations, web site, etc.

The logo shows the name of the project and a specific symbol which combine a recall to a microwave oven (Figure 1), the X letter that stand for a new or X generation of a product (Figure 2) and finally three waves generated by the X antenna to recall the RF domain of the project (Figure 3). The dominant color is the green to remember one of the scope of the project: enhance in energy efficiency.

Deliverable D1.3

Dissemination Strategy and plan

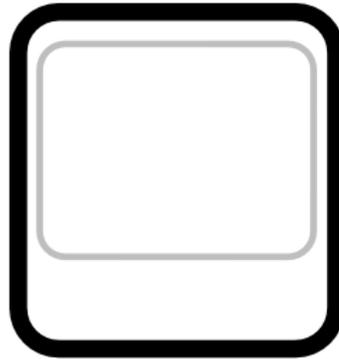


Figure 1. microwave oven



Figure 2. x-generation



Figure 3. antenna

The logo is used in all the dissemination tools, from the internal communication and reporting templates to external communication tools like website, fact sheet and folder. This graphical identity will help to consistently communicate and disseminate the project in external project communications. The reporting templates will also help to save time and effort for the

Deliverable D1.3

Dissemination Strategy and plan



members of the consortium, since no further design work will be necessary. Templates for documents and representations have been produced and made downloadable for all project members. The templates are important to ensure a united impression and consistent visual appearance of the project.

3.2 Public website

A public website is available at www.heecs.eu, to be used as the main vehicle of dissemination and interaction with the public who seeks information about the **HEECS** Project and its areas of work.

The website is structured into some main pages, showing the key items to be presented, and that are somehow self-explanatory: About HEECS, Partners, Press Releases, Publications, Deliverables, News, and Contact. The first one is further divided into some other items (which, again, are self-explanatory), enabling an easy presentation on the project: Objectives, Description and Structure. Besides giving information on the project, the website will also be used as the main vehicle to make available all the public deliverables, as well as other public reports that the project may decide to produce

3.3 Publication of Papers in Conferences and Journals

Conferences and journals are an important way to disseminate scientific knowledge, and HEECS will also follow this approach, by publishing its results. HEECS partners are planning on presenting papers to several conferences and journals. Given the lifespan of the project, it is likely that results will first be published in conferences, and then, later on, in journals, presenting a more complete description of models and results.

Several editions of a given conference are targeted, and it may (will) happen that particular events not foreseen at the moment may be addressed as well. The major conferences being targeted are (only the incoming editions are listed) shown below. An update of this list will be performed throughout the duration of the project

Deliverable D1.3

Dissemination Strategy and plan



- IEEE MTT International Microwave Symposium in the USA. Plextek and NXP and WUT are regular attendees and participants on presenting papers.
- IEEE ISSCC International Solid-State Circuits Conference (<http://isscc.org/index.html>). NXP is regular attendee
- The European Microwave Integrated Circuits Conference (EuMIC) in Europe.
- IEEE PES - Power and Energy Society – Conference.
- IEEE PSCE - Power Systems Conference & Exhibition – Conference.
- EuroSimE – European conference on thermal, thermo-mechanical, and multi-physics simulation and experiments. TUDelft is active in the organization of this conference.
- ARMMS – UK RF conference. Plextek is active in the organization of this conference (<http://www.armms.org/conference.php>)
- ESTC - Organized by IEEE-CPMT since 2006, the Electronics System Integration Technology Conferences ESTC conference on the latest developments in assembly and interconnection technology and new applications.
- HES – Heating by Electromagnetic Sources – can be used as dissemination means. HES is a well established worldwide recognized conference with the publication of the best papers on COMPEL journal.
- MIKON - a biannual microwave conference organized bi-annually in Poland since 1970s, now under the auspices of IEEE. WUT is regular attendee and presenter
- IET Computational Electromagnetics Conference CEM (bi-annually in the UK since 1991, in 2011 uniquely in Poland)
- IMPI International Microwave Power Institute ([http://www.impi.org/45th IMPI Symposium.html](http://www.impi.org/45th_IMPI_Symposium.html)) UNIPDDIE will attend and present a paper

Deliverable D1.3

Dissemination Strategy and plan



- SEMICON (<http://www.semiconeuropa.org/>)
- European Nanoelectronics Forum (ENF)
- IMS2012 International Microwave Symposium (<http://ims2012.mtt.org/>)
- European Microwave Conference 2012
(<http://www.eumweek.com/2012/EuMC.asp?id=c>)
- The European Microwave Integrated Circuits Conference 2012
(<http://www.eumweek.com/2012/EuMIC.asp?id=c>)
- Compumag – Sidney – Australia
- Ampere conference – Toulouse - France
- IEEE International Microwave Symposium (IMS)
- IEEE Radio Frequency Integrated Circuit Symposium (RFIC)
- IEEE European Microwave Week (EUMC, EUMIC, EURAD)
- IEEE Topical Meeting on Silicon Monolithic Integrated Circuits in RF Systems.
(SiRF)
- Microwave Measurement Conference (ARFTG)

Deliverable D1.3

Dissemination Strategy and plan



3.4 Demonstration Event

HEECS includes the prototyping of some of the technologies developed within the project. Towards the end of the project, when the prototypes and the demonstration associated devices and programs will be ready, public shows of the technology will be done.

The date and location of these events is still to be defined, but its co-location with an industrial event is being considered, as it will maximize project visibility.

Eurocucina, IFA and similar trade shows in Europe are the prime setting for potential launch and dissemination of new cooking technologies directed at the consumer and trade partners

Finally an international Project Workshop (1 day) in Milan will be organized by Whirlpool with title "*Innovative energy saving technologies in cooking systems*" presenting the outcomes of the project and the roadmap for the technological developments aligned with the ENIAC JU directives in the household sector with a longer term perspective.

3.5 Dissemination activities done

In this section are presented the papers already developed within the project:

3.5.1 NXP

The partner NXP presented the following papers:

1. "On the Design of Package-Integrated RF High-Power Amplifiers" D. A. Calvillo-Cortes, K. Shi, M. de Langen, F. van Rijs, L. C. de Vreede, accepted by IMS2012
2. M.P. van der Heijden, M. Acar, J.S. Vromans, D.A. Calvillo-Cortes "A 19W High-Efficiency Wide-Band CMOS-GaN Class-E Chireix RF Outphasing Power Amplifier," IEEE International Microwave Symposium MTT-S Digest, June 2011.

Deliverable D1.3

Dissemination Strategy and plan



3. R. Zhang, M. Acar, M.P. van der Heijden, M. Apostolidou, L.C.N. de Vreede, and D. Leenaerts, "A 550-1050MHz +30dBm class-E Power Amplifier in 65nm CMOS," IEEE Radio Frequency Integrated Circuits Symposium (RFIC), June 2011.
4. Fred van Rijs: paper at EUMW2012 about GaN PA's
5. Rik Jos: Microapps presentation at IMS2012: "High efficiency RF Power Pump using a class E PA in a package"

3.5.2 UNIPDDIE

UNIPDDIE has submitted a publication entitled "Experimental validation of numerical analysis and optimization of household microwave ovens" to the IMPI conference of the next June 2012. The same group is planning to present some papers regarding the parallelization of solver for speeding-up the solution of coupled electromagnetic and thermal problems in MW ovens.

3.5.3 TU DELFT

TU Delft is co-author of the previous 1, 2 and 3 papers by NXP.

Also TU Delft has submitted a publication entitled "RF Power Insensitive Varactors" to the IEEE Microwave Wireless and Component Letters, which is currently under review.