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# MOBILES



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Research and Innovation Centre  
PRO-AKADEMIA

## D5.1 - Dissemination, Exploitation & Communication Plan (DECP)

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<b>Project coordinator:</b>	<b>prof. Evangelos Hristoforou</b> National Technical University of Athens (NTUA)
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<b>Type of action:</b>	HORIZON Research and Innovation Actions
<b>Granting Authority:</b>	European Research Executive Agency

Project: 101135402 — Mobiles — HORIZON-CL6-2023-ZEROPOLLUTION-01

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## Deliverable D5.1 - Dissemination, Exploitation & Communication Plan

**Short summary:** This document outlines the Dissemination, Exploitation & Communication Plan (DECP) for the MOBILES project, an innovative initiative funded under the Clean Environment and Zero Pollution call (HORIZON-CL6-2023-ZEROPOLLUTION-01) of the Horizon Europe programme. The project, coordinated by the National Technical University of Athens (NTUA), aims to develop eco-friendly testing tools for detecting pollutants in air, soil, and water.

**Due date:** 28/02/2025

**WP, leader:** WP5, GG

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List of participants		
Participant No	Participant organisation name	Country
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2	CONSIGLIO NAZIONALE DELLE RICERCHE (CNR)	IT
3	INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT (INRAE)	FR
4	UNIVERSITA DEGLI STUDI DI ROMA LA SAPIENZA (UR)	IT
5	EDEN TECH (EDEN)	FR
6	UNIVERSIDAD PUBLICA DE NAVARRA (UPNA)	ES
7	INSTYTUT UPRAWY NAWOZENIA I GLEBOZNAWSTWA, PANSTWOWY INSTYTUT BADAWCZY (ISSPC)	PL
8	THE AGRICULTURAL RESEARCH ORGANISATION OF ISRAEL - THE VOLCANI CENTRE (ARO)	IL
9	UNIVERSITE DE BORDEAUX (UBx)	FR
10	TECHNOLOGIKO PANEPISTIMIO KYPROU (CUT)	CY
11	HEMIJSKI FAKULTET, UNIVERZITET U BEOGRADU (UBE)	RS
12	MAT4NRG-GESELLSCHAFT FUR MATERIALIEN UND ENERGIEANWENDUNGEN MBH (Mat)	DE
13	TECHNISCHE UNIVERSITAT CLAUSTHAL (TUC)	DE
14	GRANT GARANT SRO (GG)	CZ
15	CENTRUM BADAN I INNOWACJI PRO-AKADEMIA STOWARZYSZENIE (RICPA)	PL





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## 1. EXECUTIVE SUMMARY

This document outlines the Dissemination, Exploitation & Communication Plan (DECP) for the MOBILES project, an innovative initiative funded under the Clean Environment and Zero Pollution call (HORIZON-CL6-2023-ZEROPOLLUTION-01) of the Horizon Europe programme. Coordinated by the National Technical University of Athens (NTUA), the project aims to develop eco-friendly testing tools for detecting pollutants in air, soil, and water.

The MOBILES DECP, prepared by the WP5 leader GRANT Garant s.r.o. (GG), serves as a strategic deliverable with a public dissemination level. It functions as a roadmap for dissemination, exploitation, and communication activities throughout the project's duration. As a dynamic document, the DECP will be continuously updated and refined to reflect the project's progress and any necessary adjustments. It provides a strategic framework to guide the consortium in promoting research and innovation activities, ensuring alignment with Article 17 and Annex 5 of the project Grant Agreement. Additionally, it outlines relevant rules and obligations, serving as a handbook for the MOBILES consortium team members.

### Target Groups

The MOBILES DECP identifies key target groups involved in dissemination, exploitation, and communication (DEC) activities. Main target groups include:

- **Civil society**
- **Business and Investors**
- **Policymakers and Public Authorities**
- **Research and Development**

### Structure and Phases of the DECP

The MOBILES DECP comprises the Communication Plan, Dissemination Plan, and Exploitation Plan, executed in three distinct phases based on the project's lifecycle:

- **Phase 1: Set-up and Awareness Raising (M1-M12)**
- **Phase 2: Dissemination of Early Results (M13-M36)**
- **Phase 3: Focus on Exploitation and Impact Maximization (M37-M42 and beyond)**

### Key Plans

- **Communication Plan:** Focuses on conveying key messages to a broad audience through online platforms, including the project website and social media (X, LinkedIn, YouTube).





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- **Dissemination Plan:** Defines the main research outcomes and their dissemination channels, including scientific publications and other relevant outlets.
- **Exploitation Plan:** Outlines key exploitable results, with further elaboration planned in future DECP updates

## DECP Content Overview

- **Project Summary:** Overview of the project, its goals, and the consortium.
- **Dissemination, Exploitation & Communication Plan:** Strategies for promoting and maximizing project impact.
- **Guidelines for DEC:** Roles, responsibilities, and rules for project outreach.
- **Target Groups:** Identification of key audiences and customized communication strategies.
- **Collaborative Activities:** Coordination with other projects and clusters to enhance impact.
- **Communication Tools:** Channels for project promotion, including website, social media, publications, and events.
- **DECP Phases:** Timeline-based approach to awareness, dissemination, and impact maximization.
- **Detailed DEC Plans:** Specific actions for each project phase to ensure effective outreach and utilization.
- **Exploitable Results:** Summary of 10 project exploitable results, their format, marketability and IP management.
- **Timeline & Conclusion:** Key milestones and final remarks on project outcomes.

This deliverable is scheduled for submission in February 2025 (M6). The DEC plan will be updated in M24 and M42 as separate deliverables of the project.







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## 2. MOBILES PROJECT SUMMARY

The MOBILES project represents a transformative effort in the fight against environmental pollution, focusing on developing innovative testing tools that combine advanced biotechnology with real-time monitoring capabilities. Funded under the Horizon Europe program, MOBILES is driven by the urgent need for effective detection and management of pollutants in air, soil, and water. These pollutants, including biodegradable micro- and nano-plastics, heavy metals, antibiotics, hormones and pesticides, pose significant risks to ecosystems, food safety, and human health. Traditional methods for pollutant detection often fall short due to their complexity, cost, and inability to detect low concentrations of harmful substances. **MOBILES addresses these challenges by harnessing genetically modified microorganisms and plants and electrochemical biosensors to create a new generation of portable, eco-friendly detection systems that provide rapid and accurate results.**

The project's core technology leverages genetically modified bacteria equipped with bioluminescent reporter systems that emit light in response to specific pollutants such as pesticides and antibiotics. This light serves as a unique fingerprint, enabling the detection of contaminants even at sub-lethal levels, which are often undetectable by conventional methods. By creating a library of bacterial responses to various pesticides and antibiotics and integrating artificial intelligence into the analysis, MOBILES provides a powerful tool for identifying and quantifying contaminants in environmental samples (e.g.: soil and water). This technology is particularly **valuable for monitoring water quality in real-time**, offering a practical solution for industries, regulators, and communities to ensure safe water supplies. In parallel, MOBILES explores the use of **genetically modified plants that respond to arsenic pollution in soil by changing colour, providing a visual indication of contamination**. This innovative approach allows for easy identification of arsenic presence, aiding in soil protection and remediation efforts. Additionally, MOBILES utilizes **marine diatoms, microscopic algae that function as both natural biosensors and biodegradation agents**. Diatoms can break down bioplastic materials, **helping reduce plastic pollution in marine environments**, while their light-harvesting complexes respond to nanoplastics, providing an immediate indication of toxicity levels. This dual functionality positions diatoms as both a natural cleanup tool and a critical component of MOBILES' detection systems. Finally, MOBILES is developing **electrochemical biosensors to detect Oestradiol, pathogen bacteria as well as genes that provide bacteria with antimicrobial resistance (AMR)**.

In addition to the development of biosensors, **MOBILES will undertake comprehensive metagenomic analysis, profiling the microbiota of polluted areas across Europe**. This work will uncover gene clusters and reveal genetic diversity, enabling a deeper understanding of microbial functions. These insights will provide genetic markers to facilitate rapid evaluation of soil and land health. Two annual sampling rounds are planned for at least two years, and sample collection will be conducted at different locations to target microbiota related to specific pollution types: Greece for urban wastewater contamination, Poland for heavy metal pollution, Cyprus for microplastics and





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plastics, France for agriculture and animal farming, Italy for arsenic, and Germany for chemicals and heavy metals from former mining activities. Genomic and transcriptomic data will be analysed, visualized, and interpreted using bioinformatic tools and soil metagenomic web-based platform specifically realized by MOBILES partners. The project's data storage, located in Spain, will be connected to other well-known genomic databases in order to provide a wide range of information.

The biosensors will be rigorously tested with real-world samples from polluted sites to validate their environmental performance. Furthermore, the project will conduct safety evaluations to ensure that the genetically modified organisms and developed devices have minimal environmental impact.

The project also aims to demonstrate the feasibility of its technologies in real-world use cases and explore the concept of an integrated environmental monitoring system. By combining these technological advancements, MOBILES seeks to achieve a **significant breakthrough in pollution management with clear commercial potential, ultimately positioning Europe as a leader in innovative environmental monitoring and sustainable practices**. Through targeted outreach and engagement activities, MOBILES seeks to raise awareness about the importance of pollutant detection and the role of innovative technologies in protecting the environment. The project's impact extends beyond scientific achievements, contributing to a cleaner, safer, and more sustainable future by equipping stakeholders with the tools they need to effectively monitor and manage environmental pollutants. By advancing the state of the art in biosensor technology and promoting the adoption of eco-friendly solutions, MOBILES positions Europe as a leader in environmental innovation, driving progress towards a zero-pollution future.

## 2.1. Project Consortium

MOBILES places a strong emphasis on sustainability and circularity, with a commitment to developing solutions that not only detect pollutants but also contribute to reducing their environmental impact. The consortium consists of a group of 15 experienced partners, including universities, research and development centres and SMEs. This collaboration ensures a comprehensive and multidisciplinary approach to achieving the project's ambitious goals.

The project consortium comprises of 15 members. The project is coordinated by the National Technical University of Athens and the MOBILES consortium has, aside to the know-how expertise, a great geographical coverage, that is very beneficial for the analysis of the soil microbiota.

NTUA - National Technical University of Athens (GR) – project coordinator	<a href="https://www.ntua.gr">https://www.ntua.gr</a>
CNR - The National Research Council (IT)	<a href="https://www.cnr.it">https://www.cnr.it</a>
INRAE - National Research Institute for Agriculture, Food and Environment (FR)	<a href="https://www.inrae.fr">https://www.inrae.fr</a>
UR - Sapienza University of Rome (IT)	<a href="https://www.uniroma1.it">https://www.uniroma1.it</a>





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EDEN - EDEN TECH (FR)	<a href="https://eden-microfluidics.com">https://eden-microfluidics.com</a>
UPNA - Public University of Navarre (ES)	<a href="https://www.unavarra.es">https://www.unavarra.es</a>
ISSPC - The Institute of Soil Science and Plant Cultivation (PL)	<a href="https://en.iung.pl">https://en.iung.pl</a>
ARO - The Agricultural Research Organisation of Israel - The Volcani Centre (IL)	<a href="https://www.agri.gov.il">https://www.agri.gov.il</a>
UBx - University of Bordeaux (FR)	<a href="https://www.u-bordeaux.fr">https://www.u-bordeaux.fr</a>
CUT - Cyprus University of Technology (GR)	<a href="https://www.cut.ac.cy">https://www.cut.ac.cy</a>
UBE - University of Belgrade (RS)	<a href="https://www.chem.bg.ac.rs">https://www.chem.bg.ac.rs</a>
Mat - MAT4NRG (DE)	<a href="https://mat4nrg.de">https://mat4nrg.de</a>
TUC - Clausthal University of Technology (DE)	<a href="https://www.tu-clausthal.de">https://www.tu-clausthal.de</a>
GG - GRANT Garant (CZ)	<a href="https://www.grant-garant.cz">https://www.grant-garant.cz</a>
RICPA - Research and Innovation Centre Pro-Akademia (PL)	<a href="https://www.proakademia.eu">https://www.proakademia.eu</a>

Table 1: Project consortium members

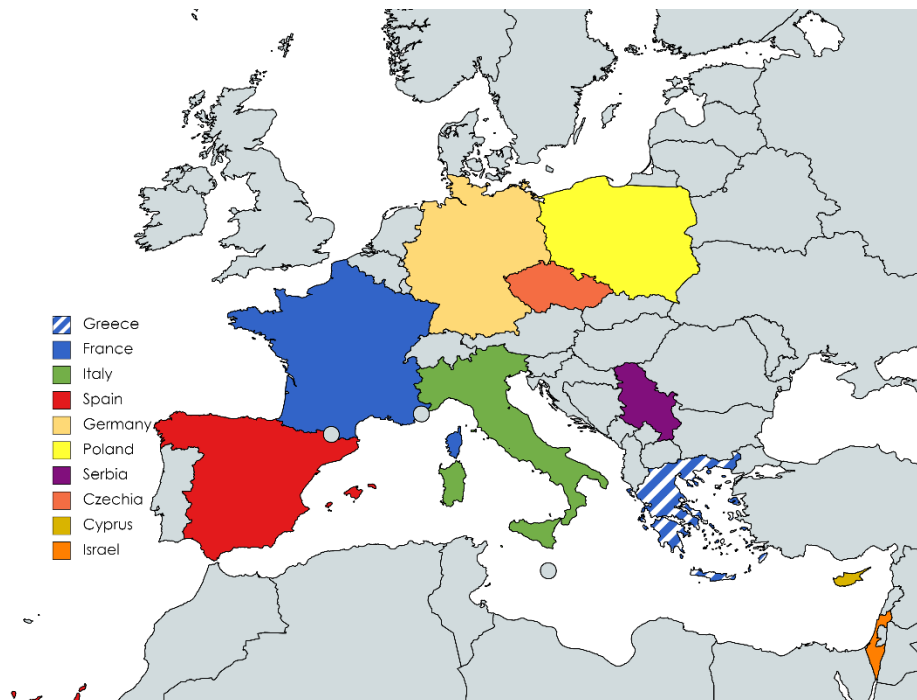


Figure 1: MOBILES consortium – geographical distribution





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## 3. MOBILES DISSEMINATION, EXPLOITATION & COMMUNICATION PLAN

MOBILES is a research and innovation project funded under the Clean Environment and Zero Pollution call, specially under topic Biosensors and user-friendly diagnostic tools for environmental services HORIZON-CL6-2023-ZEROPOLLUTION-01-6 of the Horizon Europe programme. The project started in September 2024 and will end in February 2028, after 42 months. Project's communication and dissemination is the main objective of the WP5 that is led by GRANT Garant (GG) in close cooperation with the project's coordinator and other project partners.

This Dissemination, Exploitation & Communication Plan represents a strategic plan outlining how the consortium will coherently promote the research and innovation activities and outcomes to multiple target audiences, in accordance with Article 17 and Annex 5 of the Grant Agreement. Through targeted dissemination and communication efforts, MOBILES aims to ensure that its findings reach stakeholders across various sectors, enhancing the impact and potential uptake of the project's innovative solutions.

In line with the European Commission's (EC) definitions, "communication" within the DECP involves efforts to inform target groups about the project, its activities, and the benefits and uses of its outcomes. "Dissemination" refers to the public release of results through suitable channels, such as publications and conference presentations, poster presentations and conference proceedings. "Exploitation" pertains to leveraging the results for further research and/or innovation activities or for commercial purposes.

MOBILES DECP is produced by the partner GG within the Work package (WP) 5 task T5.1. DECP aids the consortium in achieving efficient implementation of research objectives. Its main goals are to:

- (i) Ensure project's outreach towards general public and other target groups
- (ii) Ensure project results dissemination
- (iii) Ensure future exploitation and commercialization of the results

The MOBILES DECP is a dynamic document that will be regularly updated and refined as necessary, with planned update at M24 (being separate deliverable D8.3) and final version at M42 (being separate deliverable D8.5). A public version of the MOBILES DECP, along with its updates, will be made available on the MOBILES website and stored on Zenodo under Mobiles Community (<https://zenodo.org/communities/mobiles/>).

The DECP outlines the project's strategies for communication, dissemination, and exploitation, providing a practical guide for these activities and including visibility rules. Target groups for the project's communication, dissemination, and exploitation efforts are specified under **Chapter 5**.

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**Chapter 6** details the collaborative activities of the project. **Chapter 7** details communication tools and methods to be used, while Chapter 8 describes the distinct phases of the DECP implementation.

The strategy is divided into three key components: the Communication Plan (**Chapter 9**), the Dissemination Plan (**Chapter 10**), and the Exploitation Plan (**Chapter 11**). The Communication Plan defines the core messages and objectives. The Dissemination Plan outlines the main results to be shared and the methods of dissemination. The Exploitation Plan identifies the key results for future commercial and research exploitation, with detailed strategies to be developed in subsequent updates. Outcomes of the initial Exploitable results screening are summarised in **Chapter 12**.

Implementation of the MOBILES DECP is a collective responsibility of all project partners. The Communication Plan will be primarily executed by the WP5 leader in cooperation with project coordinator. Dissemination and exploitation activities will involve all partners, guided by the WP5 leader. The WP5 leader will also ensure compliance with EC obligations and prepare updates to the DECP. Each partner's key contacts will handle DEC issues within their teams and act as the main contacts for the WP5 leader. Scientific communication and dissemination efforts will be managed in consultation with the relevant WP leaders or Task leaders in needed.





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## 4. MOBILES DISSEMINATION, EXPLOITATION & COMMUNICATION GUIDELINES

### 4.1. Partners' Roles and Responsibilities Towards Project Promotion

In line with Article 17 of the Grant Agreement (GA), all consortium partners must disseminate the MOBILES project results as soon as feasible and in extend that does not harm their Intellectual Property Rights (IPR) or other legitimate interests. The DECP builds on the GA requirements, outlines responsibilities, providing a comprehensive strategy for communication, dissemination, and exploitation. Each partner's role is clearly defined.

#### 4.1.1. All Project Partners

Coordinate their communication efforts through the WP5 leader, whenever they would like to communicate any milestone or important step realised in the project.

All partners are invited to share visual materials (Photos, charts, tables) that shall be shared publicly on the project web and social media accounts.

Disseminate their project's results through WP5 leaders and their own channels (author's ResearchGate profiles in case of project-related scientific articles, partner's website and/or social media posts) with a focus on future exploitation opportunities and in respect to obligations on the Communication, dissemination, Open Science and Visibility given by Grant Agreement.

Contribute to content for project communication via project web, profiles on social media platforms, including regular newsletters, web articles, social media posts and project videos.

Notify in advance the WP5 leader about events (conferences, workshops, fairs) they plan to attend in order to enable promotion on social media and web and document their participation by archiving relevant materials, such as presentations, posters, abstracts, and photos, in the project's internal storage on Google Drive (Section WP5/Conferences). All project-related materials must adhere to all European Commission obligations regarding dissemination.

Report on any publications they produce (with GG monitoring regularly, every 6 months) and adhere to all European Commission obligations regarding dissemination, open science principles and storage in repository for long-term preservation.

Inform via email and internal [RELEASE LOG](#) all partners in at least 45 days advance notice that they intend to disseminate project result(s). They must give the other beneficiaries (together with sufficient







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information on the results disseminated) possibility to object. The reasoning is that no-partner's legitimate interests are harmed in relation to the disseminated results or background.

Keep the WP5 leader and the project coordinator informed about networking and outreach activities they undertake and document these efforts accordingly in line with project goals and DEC strategy.

Additionally, partners are expected to amplify the project's visibility by sharing MOBILES content and using consistently the official project hashtag (#MobilesProject) on X (formerly Twitter) and LinkedIn.

## 4.1.2. WP Leaders' Role

Keep coordinator and WP5 leader informed about the realisation progress under their respective work package.

In cooperation with Task leaders, summarise the content and progress done under their WP for the project newsletter that is scheduled for publication every 6 months.

Cooperates with coordinator and WP5 leader on preparation and update of project PR materials such as website, project flyer, roll-up banner, videos, and content for press releases, web posts and articles.

## 4.1.3. Coordinator's Role

Approves project communication materials relevant to their WP

Represents project in communication and cooperation with other projects, institutions and bodies

Notifies Project Officer when any DEC activity/event is expected to generate significant media coverage, the partner must notify the coordinator in advance, who will then inform the granting authority.

## 4.2. Communication Rules

### 4.2.1. Internal Communication

Internal communication and management tasks are overseen by WP6, "Project Management and Coordination", and led by NTUA. The coordinator plays a crucial role in managing internal communication within the consortium, ensuring that all partners are up-to-date on the project's progress, deliverables, and milestones. NTUA acts as the main intermediary between the WP leaders, who provide regular updates on their respective WPs.

To facilitate internal communication and document sharing, a project team site (Google Drive) was established by NTUA, with access granted to all consortium members in M2. This platform serves as a central hub for project joint working, document sharing and archiving.





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The MOBILES project held its in-person kick-off meeting in M1 in Athens, led by the Project Coordinator (NTUA), where all project partners presented their organisations and its project role. After the kick off meeting, regular online meetings were initiated by the Coordinator for each WP separately and for WP leaders. The Coordinator and respective WP leader and/or Task leaders ensures consistent communication across the team. Minutes from these meetings are archived on the internal Google Drive under WP6/meetings.

## 4.2.2. External Communication

External communication of the project is managed by the WP5 leader (GG) in tight cooperation with NTUA. GG provided a set of communication tools (detailed in **Chapter 7**), project templates and PR materials, created project profiles on social media and created project website which is also maintained by GG. GG is responsible for collecting information from partners regarding their direct networking activities, publications, and upcoming events attendance and post-event archiving. GG also coordinates inputs for the MOBILES newsletters issued every 6 months (M6, M12, M18, M24, M30, M36, M42), press releases (during M4, M24, and M40), screenings of project's exploitable results (M6, M12, M18, M24, M30, M36, M42). All project-related news shared on the website and social media channels by GG must first be approved by the Coordinator. Finally, GG supports all consortium partners in their dissemination and exploitation efforts to ensure the project's results are communicated effectively.

## 4.2.3. Use Of EU's Graphic Identity

Following the principles and obligations given by the MOBILES Grant Agreement and Annotated Grant Agreement, a set of principles for the proper assurance of project's EU funding visibility was given. In order to facilitate the identification of the action and follow-up by the granting authority our readers and audience, it is recommended, that all communication and dissemination outputs include, within the text of your publication, specific information on the grant (project name, acronym, grant agreement number, and/or project's digital object identifier (project DOI)).

MONITORING AND DETECTION OF BIOTIC AND ABIOTIC POLLUTANTS BY ELECTRONIC, PLANTS AND MICROORGANISMS BASED SENSORS, (Mobiles), Grant agreement ID: 101135402, <https://doi.org/10.3030/101135402>

In line with the obligations outlined in the Grant Agreement (Art. 17 and Annex 5), all MOBILES communication and dissemination materials are required to acknowledge funding from the European Union (EU). This acknowledgment includes the European flag (emblem) and the accompanying statement: "Funded by the European Union."



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EU logo and acknowledgement phase:

[https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)

EU Branding details are more elaborated in the Support kit for EU Visibility: [https://ec.europa.eu/regional\\_policy/sources/policy/communication/support\\_kit\\_visibility\\_2127/en.pdf](https://ec.europa.eu/regional_policy/sources/policy/communication/support_kit_visibility_2127/en.pdf)

Additionally, dissemination materials must feature the following disclaimer:

**Funded by the European Union. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the European Research Executive Agency can be held responsible for them.**

This guideline can be also found internally in the project's Google drive /08\_Logo and Templates.

## 4.2.4. MOBILES Project Graphic Identity

A common graphic identity has been established for the MOBILES project, including the project logo, Branding manual and templates for Microsoft Word (headed paper, deliverable template, meeting minutes template) and Microsoft PowerPoint (in scale 4:3 and in scale 16:9). Details provided in *Chapter 7*.

## 4.3. Dissemination Rules

### 4.3.1. Prior Notice Protocol

Dissemination of results by MOBILES partners is subject to a prior notice protocol. As per the Consortium agreement (Article 8.4.2.1), partners intending to publish any results must notify all MOBILES partners at least 45 calendar days in advance. This notification should be sent via email to all key contracts per partner and should include the following details: names of the authors, title of the publication, type of publication, name of the journal (if applicable), abstract, and a brief description of the results to be disseminated. At the same time, the copy of the notice protocol should be stored in the internal **RELEASE Log** in the Google Drive/10\_Release\_Log.

Any objections to the planned publication must be made in writing (via email) to both the Coordinator and the publishing partner within limit of receiving the notice. If no objections are raised within this timeframe, the publication can proceed. (Details to be found in the Consortium Agreement)

This prior notice protocol applies to all partners and all result publications. Ensuring compliance with this protocol is the responsibility of each consortium partner.

### 4.3.2. Open Access to Scientific Publications

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In line with the Grant Agreement and FAIR principles, the author must simultaneously choose an appropriate publication venue that ensures open access to the publication. It is essential to emphasize that only fees for publications in fully open access venues for peer-reviewed scientific papers are eligible for reimbursement under the MOBILES project.

Following the EC guidelines on FAIR data principles, if the publication is peer-reviewed, open access must be guaranteed. At the latest, by the time of publication, a machine-readable electronic copy of either the published version or the final peer-reviewed manuscript accepted for publication must be deposited in a trusted scientific repository, ensuring immediate open access. MOBILES partners are encouraged to use trusted repositories that comply with the EU FAIR principles (<https://explore.openaire.eu>) with strong preference for the Zenodo repository, where a MOBILES project community was already established (M4) <https://zenodo.org/communities/mobiles>

All peer-reviewed open access publications should use the latest version of the Creative Commons Attribution International Public Licence (CC BY) or an equivalent licence. For monographs and other long-text formats, the licence may restrict commercial use or derivative works (e.g., CC BY-NC, CC BY-ND), as per EC regulations.

Deposited publications must include detailed information about any research outputs, tools, or instruments necessary to validate the conclusions of the scientific publication (e.g., descriptions, access methods, dependencies, version/type, and parameters). Authors are responsible for selecting the publication venue and ensuring timely deposit within a repository in accordance with the open access publication rules outlined above.

The metadata of MOBILES-deposited publications will align with FAIR principles, accompanying all datasets and being openly accessible under CC0. The metadata will include details such as dataset descriptions, deposit dates, authors, publication venues and embargo periods, Horizon Europe funding information, project name, acronym, and grant number, licensing terms, and persistent identifiers for the dataset, authors, organizations, and, where possible, linked publications. Metadata will be stored in will be harvestable. Details on the Data Management of the MOBILES project are elaborated in the separate deliverable - **Data Management Plan** (D6.1, <https://doi.org/10.5281/zenodo.14547124>) and will be later updated in D6.3 and D6.4.

In summary, the WP5 leader, GG, assists MOBILES partners with publishing project results, but the authors are ultimately responsible for selecting the appropriate publication venue and ensuring the timely deposit of both the publication and its metadata in a trusted repository, adhering to open access publication rules.

### 4.3.3. Open Access to Research Data

All consortium partners are required to manage the digital research data generated within the MOBILES project responsibly, in accordance with the FAIR principles. They must also ensure open access to research data through a trusted repository, preferably on Zenodo





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(<https://zenodo.org/communities/mobiles/>) following the principle of "as open as possible, as closed as necessary." Metadata must be openly accessible under CC0 or an equivalent licence (as long as legitimate interests or constraints are protected), in line with FAIR principles. This metadata should provide details about licensing terms, persistent identifiers, and other relevant information.

Research data management obligations for the MOBILES project are further outlined in the MOBILES Data Management Plan (D6.1, <https://doi.org/10.5281/zenodo.14547124>). D6.1 provided comprehensive guidelines for managing and sharing research data in compliance with these principles. This deliverable was already submitted for evaluation to the EC in M4 and is scheduled for update in M20 (D6.3) and M40 (D6.4).

## 4.4. Exploitation Rules

### 4.4.1. Obligation To Exploit the Results

The exploitation of results is a fundamental responsibility of each result owner within the MOBILES project. A comprehensive results ownership list will be included in the Final periodic report. In accordance with Article 16 and Annex 5 of the Grant Agreement (GA), the obligation to follow up on exploitation activities extends beyond the project's conclusion. Beneficiaries are required, **for up to four years after the project's end**, to make their best efforts to exploit the results, either directly or indirectly through another entity (e.g., via transfer or licensing).

If results are not exploited within one year after the project ends, beneficiaries must utilize the [Horizon Results Platform](#) to connect with interested parties and facilitate the exploitation of their results.





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## 5. MOBILES TARGET GROUPS

The MOBILES project targets a diverse range of audiences, each playing a critical role in the dissemination, exploitation, and practical application of its results. By engaging stakeholders, MOBILES aims to ensure that its innovative technologies, such as biosensors and electrochemical sensors, are effectively communicated and implemented across sectors to achieve environmental goals. Additionally, through dialogue with policymakers, regulatory bodies, and environmental organizations, a cooperation with research project and clusters having similar priorities as MOBILES, the project seeks to influence policy, raise public awareness, and pursue leverage of new, cost-effective tools for detecting contaminants in air, water, and soil closer to the market application. This strategic engagement will not only promote the scientific advancements of MOBILES but also contribute to a zero-pollution environment by fostering practical applications and future exploitation of project results.

In the proposal phase, target audience of the project were identified: (i) Non-Scientific Community/General Public, (ii) Industrial Groups Related to Pollutants Management, (iii) Investors and Angel Funds, (iv) Policy Makers, (v) Associations Related to Consumer Protection, (vi) Small and Medium Enterprises (SMEs), (vii) Public Bodies (National, Regional, and Local), (viii) Civil Society Organizations (CSOs), (ix) Scientific Community, (x) European Technology Platforms (ETPs), Agribusiness & Marine Technology Centres, and Eco-Innovation Platforms, (xi) National and Regional Water & Soil Authorities, (xii) National and Regional Food and Agriculture Scientific Authorities

Each target audience is described in the forthcoming chapters, for the purpose of the DECP plan, target audience was reduced into 4 clusters.

- **Cluster 1 – Civil society**
- **Cluster 2 – Business and Investors**
- **Cluster 3 – Policymakers and Public Authorities**
- **Cluster 4 – Research and Development**

### 5.1. The Target Audience of the MOBILES Project

#### 5.1.1. Non-scientific community

This group includes the general public and various environmental organizations that play a key role in raising awareness and advocating for sustainable environmental practices. Organizations like Greenpeace, WWF, 350.org, and the European Environmental Bureau (EEB) can use technologies developed by MOBILES for robust environmental monitoring and action. The low-cost, portable, and easy-to-use nature of MOBILES biosensors is especially relevant for citizens, communities and

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environmental organisations, even in less industrialized regions, where control of environmental state may be less stringent. For citizens, the MOBILES solutions will empower them to monitor their own environments, ensuring safer living conditions and fostering a culture of environmental responsibility, in general, MOBILES project results can empower civic society.

## 5.1.2. Industrial Groups Related to Pollutants Management

Industries handling pollutants, especially treating hazardous chemicals, wastewater discharge as well as agribusiness will benefit from MOBILES technologies. These groups can install MOBILES electrochemical and biotic sensors to track contaminants like contaminants of emerging concern (CECs), heavy metals (HM), pathogenic microorganisms (PMCs), and more. By adopting these tools, industries can enhance their pollutant management or pollutant-prevention strategies, ensuring compliance with environmental regulations, consumer safety standards and/or reducing their ecological footprint.

## 5.1.3. Investors and Angel Funds

Investors and business angel funds are key stakeholders in the MOBILES project as they look for promising, cutting-edge technologies that provide both environmental and economic returns. MOBILES' cost-effective and scalable tools for pollution detection and environmental monitoring will offer attractive investment opportunities. The project's focus on innovative biosensor technologies positions it as a competitive candidate for funding, especially in the growing field of eco-innovation and biotech. These stakeholders will help to scale up and commercialize the MOBILES solutions, expanding their impact across industries. Although this pathway is very promising, we acknowledge that this stakeholder group will be important rather after the project's end, as the current level of technology readiness and business readiness of MOBILES exploitable results is not sufficient for the market uptake.

## 5.1.4. Policy Makers

MOBILES results and innovations will be highly relevant for policymakers at the EU and national as well as for environmental agencies and regulatory bodies. The tools developed within the project can be utilized to shape regulations on pollution detection and environmental monitoring. Policy makers, both at EU and national levels, can use MOBILES innovations to develop new guidelines and policies aimed at reducing environmental pollution, especially with regards to water, air, and soil quality. Some project's deliverables are directly aimed for this stakeholder's group - Policy Brief on Biotic and Abiotic Pollutants (D5.2) and Policy Brief on Biosensor Technologies for Environmental Monitoring (D5.4). D5.2 will provide comprehensive overview of significant biotic and abiotic pollutants impacting human health and the environment (in M18) and D5.4 will present the advancements in electronic biosensor technologies for detecting organic chemicals, AMR bacteria, and pathogens in various environments. This brief will summarize the project's achievements in





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developing these tools, their applications, and the benefits they offer for environmental health monitoring and policy. It will provide recommendations for integrating these technologies into current environmental monitoring and public health frameworks, targeting a wide audience including policymakers, environmental agencies, and the scientific community.

## 5.1.5. Associations Related to Consumer Protection

Consumer rights organizations, including those advocating for safer products and environments, will be instrumental in raising awareness of the new detection technologies offered by MOBILES. As consumers become more conscious of environmental and health risks associated with pollution, they will increasingly demand the implementation of advanced monitoring technologies like those developed in the project. These organizations will play a crucial role in ensuring that consumers are informed about how MOBILES solutions contribute to a cleaner, healthier environment and activating civic society.

## 5.1.6. Small and Medium Enterprises (SMEs) related to hazardous chemicals

SMEs, particularly those working in sectors related to hazardous chemicals, environmental monitoring, and green technologies or relevant supply chain, will find opportunities in MOBILES sensors. The tools and sensors developed in the project can be adopted or licensed by SMEs to improve their service offerings and remain competitive in a market increasingly focused on sustainability and compliance with environmental regulations. The scalability of MOBILES technologies makes them ideal for SMEs looking to enhance their business models through environmentally responsible innovations.

## 5.1.7. Public Bodies

Public authorities at national, regional and local levels play an essential role in ensuring environmental standards are maintained. By adopting MOBILES tools, these authorities can perform routine monitoring and ensure the cleanliness of water, air, and soil, helping to meet environmental regulations more efficiently. The ability to conduct real-time, low-cost monitoring without specialized staff or an equipped laboratory means that these organizations can provide better services to their communities, ensuring that environmental hazards are detected quickly and countermeasures are implemented without delay.

## 5.1.8. Civil Society Organizations

CSOs advocating for environmental and public health causes often serve as the bridge between research innovations and the general public, pushing for changes in policy, industry practices, and individual behaviour. They can use MOBILES tools to support their campaigns for stricter environmental controls and to engage communities in active environmental monitoring and advocacy.







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## 5.1.9. Scientific Community

Researchers in universities, public and private research institutes, and R&D departments within industries will be key users of MOBILES project results. The flexible nature of the biosensors developed in the project allows for further customization and adaptation to various pollutants, making them subject for ongoing environmental research. The scientific community will also benefit from the data generated through MOBILES monitoring, analyses and know-how generated contributing to broader research efforts in environmental protection, public health, and technology innovation.

European Technology Platforms (ETPs), Agribusiness & Marine Technology Centres, and Eco-Innovation Platforms

These groups represent the cutting edge of industry-specific research and innovation in areas such as agriculture, marine technology, and eco-innovation. By promoting MOBILES sensors, these platforms can advance their research agendas, driving innovations in pollution management and contributing to sustainable environmental practices. These platforms will likely partner with MOBILES to test, validate, and scale the tools developed within the project.

## 5.1.10. National and Regional Water & Soil Authorities

Authorities focused on maintaining the quality of water and soil resources will be key users of MOBILES technologies. The sensors developed in the project will allow for continuous monitoring of water bodies and soils, ensuring compliance with environmental standards. These authorities can use MOBILES tools to identify pollutants in real-time, making it easier to address contamination before it becomes a larger issue.

## 5.1.11. National and Regional Food and Agriculture Scientific Authorities

Food and agriculture sectors are heavily impacted by environmental pollutants, especially in soil and water. National and regional food safety authorities will use MOBILES technologies to monitor for harmful pollutants that may enter the food chain and thus negatively impact human health. By ensuring cleaner water and soil, these authorities can protect food production and public health, supporting good agriculture practices.

## 5.2. Tailored Communication Approach

### 5.2.1. Cluster 1 – Civil society

#### Target group (clustered target audience)

- Non-Scientific Community/General Public
- Associations Related to Consumer Protection
- Civil Society Organizations (CSOs)

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## Goals

- Raise awareness and advocate for environmental monitoring
- Empower communities and stakeholders
- Engage civil society and advocacy groups
- Drive industry accountability

## Key Messages

- Increase public and consumer awareness about the importance of pollution control and the dangers of pollutants.
- Promote the environmental and health benefits of advanced monitoring technologies
- Enable citizens to actively participate in environmental protection
- Facilitate community-based environmental monitoring, empower civic society
- Support civil society organizations (CSOs) in advocating for stronger environmental protection measures
- Empower these associations to advocate for higher standards in environmental monitoring and pollution control across industries.
- Encourage consumers to demand improved environmental monitoring and pollution control practices in products and services.

## Communication Tools

- Explanatory text on the project website
- Social Media Posts at Twitter and LinkedIn with educational content, infographics, and videos highlighting the importance of pollution monitoring and control.
- Distribution of leaflets at relevant events.
- Collaborative Campaigns with other projects or with clusters having similar priorities.
- Cross-sharing of relevant content with partner project/clusters in order to multiply the communication impact.

## 5.2.2. Cluster 2 – Business and Investors

### Target group (clustered target audience)

- Industrial Groups Related to Pollutants Management
- Investors and Angel Funds
- Small and Medium Enterprises (SMEs)

## Goals







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- Promote the adoption and integration of biosensor technologies by SMEs and industries to enhance environmental monitoring and pollutant management.
- Enable SMEs and industries to comply with environmental regulations by leveraging affordable and scalable MOBILES tools.
- Highlight the economic and environmental potential of MOBILES as a low-cost, scalable solution, attracting investment and fostering collaboration between SMEs, industries, and investors.

## Key Messages:

- MOBILES tools provide scalable, cost-effective solutions tailored to SMEs' needs for pollutant management and environmental compliance, can enhance company's Environmental ratings
- Implementing MOBILES can reduce operational risks, enhance regulatory adherence, and improve brand reputation and adherence to sustainability principles.
- MOBILES technologies empower industries to make data-driven decisions that optimize pollutant management processes and reduce environmental impact.
- MOBILES presents an investment opportunity in the growing global market for biotech and technologies sector.

## Communication Tools:

- Webinars, workshops, conferences
- Social Media Campaigns
- Press Releases and Media Outreach

### 5.2.3. Cluster 3 – Policymakers and Public Authorities

#### Target group (clustered target audience):

- Policy Makers
- Public Bodies
- National and Regional Water & Soil Authorities
- National and Regional Food and Agriculture Scientific Authorities

#### Goals:

- Equip authorities with cost-effective, portable, real-time pollution detection systems for real-time pollution detection and effective environmental-risk management
- Promote the use of MOBILES technologies to support easy control of compliance with environmental and soil - safety regulations
- Facilitate evidence-based policymaking through data provided by the MOBILES tools





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## Key Messages:

- MOBILES provides real-time, portable, and cost-effective tools to detect and monitor pollutants, supporting better management of water, soil, and food safety.
- Integrating MOBILES tools enhances compliance with environmental standards, promotes resource sustainability, and improves public health protection and environmental protection.
- Using MOBILES data allows for data-driven decision-making, ensuring that regulations are based on accurate and up-to-date environmental monitoring.
- The implementation of MOBILES technologies contributes to more efficient pollution control, aiding in the achievement of national and regional environmental goals.
- The adoption of MOBILES technologies in agriculture promotes environmental stewardship and safer food production systems.

## Communication Tools:

- Policy Briefs and Reports
- Workshops, webinars and conferences
- Clustering and cooperation with other projects and clusters
- Press Releases

## 5.2.4. Cluster 4 – Research and Development

### Target group (clustered target audience)

- Scientific Community
- European Technology Platforms (ETPs), Agribusiness & Marine Technology Centres, and Eco-Innovation Platforms

### Goals:

- Promote the development and refinement of MOBILES technologies through scientific research and collaboration
- Facilitate the dissemination of research findings to advance scientific knowledge and industry practices
- Support open-access publications and global dissemination of MOBILES research to contribute to the advancement of environmental sustainability.
- Encourage the use of MOBILES data in scientific studies on toxicology, ecology, and environmental engineering.
- Promote usage of the database of sequences of soil samples collected within the project.





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## Key Messages:

- MOBILES technologies offer a unique opportunity to advance research in pollution detection and environmental management through advanced biotechnology research
- By collaborating with industries, researchers can refine these tools for real-world applications and contribute to global sustainability efforts.
- MOBILES provides valuable data that can drive scientific progress in areas such as toxicology, ecology, and environmental engineering.
- Open-access research findings will allow global collaboration and accelerate the development of advanced environmental solutions.

## Communication Tools:

- Collaborative research platforms and networks
- Scientific conferences and workshops
- Open-access publications and storage of publications and data in research repositories
- Interactive data sharing platform for sequences of soil samples.





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## 6. MOBILES COLLABORATIVE ACTIVITIES

Collaboration with other EU-funded projects is a key aspect of the DECP plan, ensuring knowledge valorisation within the scientific community (Task 5.2, led by GG) and fostering synergies with relevant research efforts (Task 6.3, led by NTUA). WP6 oversees management actions and inter-project collaboration, while dissemination, exploitation, and communication activities are handled within WP5.

Collaboration with other projects is therefore led by NTUA and GG, with contributions from all partners. This engagement aligns with initiatives under the clean environment and zero pollution topics to enhance pollutant detection and environmental monitoring. Efforts include networking, promoting scientific publications, ensuring storage of materials and data in Open Access repositories, and encouraging participation in thematically relevant conferences.

Activities also involve listing and reaching out to related EU projects to establish collaborative links, preventing research duplication, facilitating resource sharing (e.g., sensors, analytical protocols, and biological samples), and organizing joint events such as public outreach activities, workshops, and conferences. Additionally, the project promotes researcher exchange programs, enhancing expertise and innovation transfer.

The MOBILES project was funded under **HORIZON-CL6-2023-ZEROPOLLUTION-01-6 — Biosensors and user-friendly diagnostic tools for environmental services**. Under this call, two other projects were funded: AquaBioSens (ID: 101135432, <https://www.aquabiosens.eu>) and BIOSENSEI (ID: 101135241, <https://www.biosensei.eu>).

**AquaBioSens** develops handheld devices to measure aquatic hazards and pollution, supporting the EU Mission to "Restore our ocean and waters by 2030". These devices use novel analytics, such as immunoassays, environmental RNA quantification, and whole-cell biosensors, coupled with advanced sensor technologies, including acoustic biosensors, fluorimetry, and organ-on-chip devices. The devices are low-cost, accessible, and web-connected. They will be tested and validated in coastal and freshwater sites in the UK, Ireland, and Greece and disseminated to the international community.

**BIOSENSEI** develops a real-time, multiplexed, end-to-end, tailored, and reliable biosensor platform utilizing cellular responses to detect abiotic pollutants—nutrients, estrogenic endocrine-disrupting chemicals, and PFAS (Perfluoroalkyl and Polyfluoroalkyl Substances)—as well as biotic pollutants such as microcystins.

A collaborative link with these two sister projects was established, and further cooperation was discussed at the first joint (online) meeting at the end of November 2024. It is planned to integrate findings from the sister projects into MOBILES project deliverables **D5.2 (Policy brief on biotic and abiotic pollutants)** and **D5.4 (Policy brief on biosensor technologies for environmental monitoring)**. On February 2025, a first action was decided by MOBILES and AquaBioSens. Member Project: 101135402 — Mobiles — HORIZON-CL6-2023-ZEROPOLLUTION-01

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of both projects can attend the annual internal project meetings after signing an NDA. During such meetings, external members can also present results and discuss future implementation. Furthermore, the coordinator laboratory of **AquaBioSens** will host a research member of MOBILES to develop experimental work on marine diatoms. This collaboration will roughly extend between spring 2025 and autumn 2025.

Additionally, the MOBILES project has entered into collaboration with **Marine Shield**, a cluster of EU-funded projects dedicated to combating water pollution. The cluster focuses on three core pillars: advanced monitoring, effective prevention, and innovative remediation. By bringing together expertise and resources, the cluster aims to drive actionable solutions to safeguard water ecosystems. The cluster is coordinated by the **iMERMAID project** (ID: 101112824, <https://marineshield.eu>).

The goal of this collaboration is to amplify the impact of MOBILES' communication and dissemination activities by sharing project news and results with the cluster and actively contributing to the cluster's newsletter and joint events or actions.

All collaborative actions will be summarized in **D6.2 (MOBILES Interaction and connection with other EU-funded projects)** in Month 12, where planned actions—such as co-organized meetings and other joint activities—will be identified.





# MOBILES

## 7. COMMUNICATION TOOLS

### 7.1. Visual Identity

The project branding allows the consortium to consistently promote MOBILES activities and results. The visual identity of MOBILES includes the project logo, typography guidelines (Branding manual), a Microsoft Word template for deliverables, and a PowerPoint template for presentations. These visual identity elements were produced by WP5 leader GG. All materials are stored on the internal MOBILES Google drive (/08\_Logo and Templates) and accessible to all consortium members.

#### Project Colour scheme

The primary colours of the logotype are:

**brown** - PANTONE® 2328 C

**green** - PANTONE® 2299 C

**blue** - PANTONE® 292 C

#### LOGOTYPE

##### 1.3. colour scheme

The primary colours of the logotype are brown PANTONE® 2328 C, green PANTONE® 2299 C, and blue PANTONE® 292 C. Conversions from the PANTONE® system to other colour scaling systems (particularly CMYK) have been specially adjusted for this manual. It is prohibited to use PANTONE® guidebook conversions or conversions from other graphic applications.

Note: The letters in the colour names C, M, U refer to the specific colour as per the type of printed paper:  
C (coated) – gloss-coated paper,  
M (matte) – matte-coated paper,  
U (uncoated) – uncoated paper (wood-free offset paper).

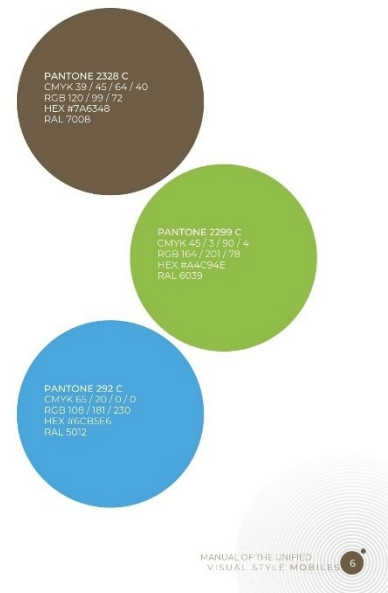


Figure 2: Project colours

Conversions from the PANTONE® system to other colour scaling systems (particularly CMYK) have been specially adjusted in MOBILES Branding manual.

#### Project Logotype:





### LOGOTYPE

#### 1. 4. colour version of the logotype

The colour version of the logotype is recommended for all applications on a white or light background.<sup>1</sup>

For inverted colour versions, the logotype is applied on a background in the company's brown colour. These rules apply to all allowed logotype variations.<sup>2</sup>

The background rectangle is not part of the logotype.



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### LOGOTYPE

#### 1. 5. black-and-white version of the logotype

The black-and-white version of the logotype is created by converting the colour elements to black.<sup>1</sup>

For the inverted version, the logotype appears in white. These rules apply to all allowed logotype variations.<sup>2</sup>

The background rectangle is not part of the logotype.



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Figure 3: Project logotype in colours and black and white

Project logo variants and Branding manual are available externally: <https://www.mobiles-project.eu/public-media>







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Project logo variants, Branding manual and all project templates available are available internally at Google Drive/08\_Logo and Templates

## 7.2. Project Website

The MOBILES project website serves as a key component of the MOBILES communication plan. The website was established and is maintained by partner GG. Created in M2, the MOBILES website underwent several rounds of internal reviews and was officially launched in M3.

The site features sections detailing project *objectives* and *work plan*, as well as profiles of all *consortium* members. A dedicated area for the *public and media* provides essential information about the project and serves as a hub for communication and dissemination outputs, including project's logo, Branding manual, flyers, rollup, press releases, newsletters, project publications, and reports. *Cooperation* section of the web describes projects and clusters the project cooperates closely.

The website also links to the project profiles on social medias such as Twitter/x, LinkedIn and YouTube. Also, the MOBILES community on Zenodo is linked to the project website for easy access to the repository. The web includes a sub-page dedicated to project *news* and events that MOBILES team members will attend or host.

More: <https://www.mobiles-project.eu/>

## 7.3. Social Media

The MOBILES project has established a presence on multiple social media channels created and maintained by partner GG, including X (formerly Twitter), YouTube, LinkedIn and Zenodo (replacing ResearchGate originally indicated in proposal), to enhance visibility and engagement with diverse audiences. All posts are to be approved by the Coordinator and features the hashtag **#MobilesProject** to ensure consistent branding and increase reach. These platforms serve as key outlets for disseminating project updates, sharing videos, publishing research outputs, and fostering discussions on environmental innovations. Each channel is tailored to target specific groups, from the general public to scientific communities, ensuring broad communication of MOBILES' progress, results, and impacts.

LinkedIn: <https://www.linkedin.com/company/mobiles-project/>

Twitter/X: [https://x.com/mobiles\\_project](https://x.com/mobiles_project)

YouTube: <https://www.youtube.com/@MOBILES-project>

Zenodo: <https://zenodo.org/communities/mobiles/>

## 7.4. Project Leaflet







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A project leaflet was developed by partner GG, featuring a U-fold design that presents essential information about the MOBILES project. This flyer serves as a concise promotional tool, designed to effectively communicate the project's objectives, key facts, and benefits to a wide audience. Available in a ready-to-print format, the flyer can be easily downloaded from the MOBILES website and is also stored on the internal team site for consortium members. This accessible resource will aid in raising awareness about the project's goals and initiatives at events and outreach activities.

External link: <https://www.mobiles-project.eu/public-media>

Internal link: /05\_Dissemination\_communication/Project\_PR\_materials

## 7.5. Roll-up Banner

A project roll-up banner has been developed by partner GG. Roll-up banner serves as effective promotional tool, offering a portable and eye-catching way to display key information about the project at events and conferences. Designed in a print-ready format, this banner highlights the objectives of the MOBILES project. The rollup is now available for download and use.

External link: <https://www.mobiles-project.eu/public-media>

Internal link: /05\_Dissemination\_communication/Project\_PR\_materials

## 7.6. Videos

A project videos will be produced by GG, NTUA and WP leaders to visually convey the project's core principles and innovations. The video will explain the fundamental methods, sensors, and genetically modified organisms (GMO) plants being developed, alongside vital information regarding the safety of these products and the overall impact of the project on environmental health. Additionally, interviews with key researchers will provide insights and expert opinions, enhancing the credibility and depth of the content will be proposed with additional videos. Once finalized, videos will be published on the MOBILES website and shared across appropriate social media platforms, ensuring broad outreach and engagement with diverse audiences.

## 7.7. Newsletters

The MOBILES project releases newsletters every six months, targeting Civil society, Business and Investors, Policymakers and Public Authorities and Research and Development. These newsletters will be distributed via email (subscription available on the project website: <https://www.mobiles-project.eu/subscribe>, shared on social media, and available for download on the website in the Public &Media section. All consortium partners are expected to circulate the newsletters within their institutional and professional networks. GG will oversee the production of the newsletters, which will present project updates and results, including an editorial from the Coordinator. The content will feature news from the environmental and sensor technology fields, upcoming events, and a section





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on future funding opportunities to encourage collaborations within and beyond the MOBILES consortium.

External link: <https://www.mobiles-project.eu/public-media>

Internal link: /05\_Dissemination\_communication/Newsletters

### 7.8. Press Releases

The MOBILES project will issue a minimum of three press releases planned for M4, M24, and M40. These press releases will provide updates on significant achievements, new developments, and important events within the project. They will target the media, stakeholders, and the broader public to raise awareness of the project's progress and impact. GG will manage the preparation and distribution of these press releases, ensuring they are available on the project website and circulated through relevant media channels and social media platforms. The first press release was published in January 2025 (DOI [10.5281/zenodo.14678601](https://doi.org/10.5281/zenodo.14678601))

External link: <https://www.mobiles-project.eu/public-media>

Internal link: /05\_Dissemination\_communication/Project\_PR\_materials

### 7.9. Scientific Publications

Several scientific papers are expected to be published as open access during the MOBILES project, covering areas such as the detection of persistent and mobile chemicals (PMCs), contaminants of emerging concern (CECs), antimicrobial resistant (AMR) and pathogenic bacteria using electrochemical biosensors. Other topics include real-time sensors for these contaminants, plants as biosensors for arsenic, and the use of bacteria and diatoms for monitoring antibiotics, pesticides, and plastic degradation, as well as metagenomics research. The MOBILES consortium is committed to producing tailored publications highlighting project results, which will be submitted to peer-reviewed journals, including open access journals and specialized magazines (e.g., *Sensors*, *Biosensors*, *Biosensors and Bioelectronics*, *Plants*, *Environmental Science & Technology*, *Environmental Pollution*, *ChemComm*, *Journal of Hazardous Materials*, *Nature Methods*). These publications will be prepared as the project reaches key milestones.

#### Already published articles:

- **Title: Photoinduced Electrochemiluminescence Immunoassays**

Authors: Dongni Han, Jasmina Vidic, Dechen Jiang, Gabriel Loget, and Neso Sojic

DOI: <https://pubs.acs.org/doi/10.1021/acs.analchem.4c04662>.

- **Title: Recent advances in electrochemiluminescence Immunosensing**





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Authors: Jing Yu, Dalibor Stankovic, Jasmina Vidic and Neso Sojic

DOI: <https://doi.org/10.1039/D4SD00272E>

- **Title: Visualisation of the Biogenesis, Dynamics and Host Interactions of Bacterial Extracellular Vesicles**

Authors: Sandrine Truchet, Jeanne Malet-Villemagne, Gilles Tessier and Jasmina Vidic

DOI: <https://doi.org/10.1021/cbmi.5c00002>

- **Title: Pechini Synthesis Method of Ho<sub>2</sub>O<sub>3</sub> Nanoparticles and Their Harnessing for Extremely Sensitive Electrochemical Sensing of Diuron in Juice Samples; Theoretical insights into sensing principle**

Authors: Aleksandar Mijajlović, Vesna Stanković, Filip Vlahović, Miloš Ognjanović, Kurt Kalcher, Astrid Ortner, Dalibor Stanković

DOI: <https://doi.org/10.1016/j.electacta.2025.145832>

- **Title: MOF-derived nanoceria/graphitic carbon nitride as an efficient electrochemical modifier for guanine sensor with diffusional response**

Authors: Branka B. Petković, Hristo Kolev, Djordje Veljović, Dalibor M. Stanković, Bratislav Antić, Miloš Ognjanović

DOI: <https://doi.org/10.1016/j.jallcom.2025.178471>

## 7.10. Scientific Conferences and Events

Scientific conferences and events will serve as key platforms to engage stakeholders during MOBILES. Project partners will participate in European and global events relevant to biosensors and pollutant management, such as the International Conference on Chemical Pollution, the International Conference on Waste Management and Pollution, and the International Conference on Biosensors and Bioelectronics. Additionally, participation in events focused on environmental issues, the European Green Deal, A Soil Deal for Europe, and resource efficiency will be prioritized. These actions will facilitate the dissemination of project results, promote discussions, and stimulate debates with stakeholders. MOBILES aims to co-organise events and project-final event with partners projects/cluster in order to amplify its impact.

At the moment of the D5.1 submission the consortium is anticipating participation on the topic-relevant conferences listed in the table 2. This list has indicative nature, actual information on presentation of project results at conferences will be regularly updated, published at the project website and promoted via social networks.





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Name of the Event	Year	Start Month	Start date	End Month	End date	Place	Topic of the presentation	MOBILES represented by
<a href="#">American Society for Biochemistry and Molecular Biology</a>	'25	April	11	April	16	Chicago	Resonance Raman spectroscopy of <sup>13</sup> C isotope-enriched Fucoxanthin-Chlorophyll a/c-binding proteins (FCPs) in intact membranes of the Marine Diatom <i>Fragilariopsis</i> sp	Costantino Varotsis
<a href="#">Metrology 2025</a>	'25	June	20	June	21	Demokritos Institute Athens	Estradiol biosensor	Antonis Georgias
<a href="#">The 30th Young Investigators' Seminar on Analytical Chemistry(YISAC 2025)</a>	'25	June	6	July	3	Faculty of Chemistry and Chemical Technology, University of Ljubljana, Slovenia	Pesticide sensing	Aleksandar Mijajlović
<a href="#">The 30th Young Investigators' Seminar on Analytical Chemistry(YISAC 2025)</a>	'25	June	6	July	3	Faculty of Chemistry and Chemical Technology, University of Ljubljana, Slovenia	Pesticide sensing	Tijana Mutić
<a href="#">9th European Bioremediation Conference (EBC-IX)</a>	'25	June	15	June	19	MINOAN PALACE, Chania, Crete, Grece	Arsenic sensing	Raffaele Dello Ioio
<a href="#">9th European Bioremediation</a>	'25	June	15	June	19	MINOAN PALACE, Chania,	Arsenic remediation	Patrizia Brunetti

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<u>Conference (EBC-IX)</u>						Crete, Grece		
<u>Marine Biology symposium</u>	'25	July	6	July	9	Norway	Resonance Raman spectroscopy of <sup>13</sup> C isotope-enriched Fucoxanthin-Chlorophyll a/c-binding proteins (FCPs) in intact membranes of the Marine Diatom <i>Fragilariopsis</i> sp	Costantino Varotsis
<u>ICBIC</u>	'25	July	29	July	31	USA	tba	Costantino Varotsis
<u>Euroanalysis 2025</u>	'25	Aug.	31	Sept.	4	CCIB - Barcelona International Convention Centre	Pesticide sensing	Filip Vlahović
XI International Symposium on Root Development	'26	May	4	May	7	Rivamarina Hotel, Specchiolla, Italy	Arsenic tolerance	Cristina Caissutti
<u>Euroanalysis 2026</u>	'26	Sept.	31	Oct.	4	CCIB - Barcelona International Convention Centre	Pesticide sensing	Sladjana Djurdjic

Table 2: Indicative list of conferences in 2025-26 with planned presence of the MOBILES team

## 7.11. Educational and Training Activities

Throughout the MOBILES project, all partners will be involved in conducting various educational and training activities. These will include workshops and training sessions for PhD students, student exchanges organized during project implementation. Collaborative workshops with other EU projects will also be arranged, currently the MOBILES team is in active collaboration with [Marine Shield Cluster](#) - an initiative uniting EU-funded projects with the shared goal of addressing water pollution through advanced monitoring, effective prevention, and innovative remediation strategies. These





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clustering activities will help disseminate knowledge, improve skills, and strengthen expertise in relevant fields among the stakeholders.

### **7.12. Articles in Public Science Magazines**

The MOBILES project will publish accessible and engaging articles in popular science magazines to broaden awareness of its research among the general public. These articles will highlight key breakthroughs in biosensor technologies, pollution monitoring, and environmental protection, with a focus on how these innovations address real-world challenges such as the detection of PMCs, CECs, AMR, and pathogens. By presenting complex scientific findings in an easy-to-understand format, MOBILES aims to foster public interest in environmental sustainability, biosensors, and the importance of monitoring pollutants. The articles will also emphasize the potential impact of MOBILES technologies on public health and environmental conservation, ensuring that the project reaches a diverse and non-specialist audience.





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## 8. PHASES OF THE DECP

The DECP activities of the MOBILES project are divided **into three key phases**, each with specific objectives and actions designed to engage stakeholders, promote project results, and ensure their uptake and long-term impact. These phases will overlap to ensure continuity and ongoing engagement throughout the project's lifecycle.

### 8.1. Phase 1: Set-Up and Awareness Raising (M1–M12)

In the initial phase, foundational activities are carried out to prepare for the project's communication and dissemination efforts. This set-up phase lays the groundwork for all future dissemination actions. During the first year of the project, the focus is on raising awareness about the MOBILES project, its objectives, and its potential impact.

Activities includes:

- Development of a comprehensive dissemination strategy (DECP plan)
- Establishment of the MOBILES visual identity and branding
- Stakeholder mapping
- Establishment of communication channels (web, social media accounts)
- Creation of project templates, PR and information materials
- Stakeholder engagement to identify and reach target groups
- Enhancing project's visibility through initial campaigns and communication materials
- Establishment of links and collaboration with relevant organisations or projects
- Media activity explaining the project reasoning and activities to general public
- Promoting early project results (if relevant) and conference participation of the team members

The goal is to create a broad understanding of the project's relevance and gather initial support from stakeholders and increase public interest.

### 8.2. Phase 2: Dissemination of Early Results (M13–M36)

As the project progresses, early results will be shared with stakeholders and the broader community. This phase focuses on:

- Promoting the initial results of the project
- Engaging stakeholders in discussions on the early findings, analyses and policy recommendations that will be prepared under WP5 and 6.
- Continuing to build visibility and interest around MOBILES outcomes and topics relevant to the project
- Preparing the final conference and policy recommendations (with other partner projects)







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During this phase, the communication is targeted on increasement of the public interest and visibility of the project, the dissemination is intended to generate dialogue and feedback, setting the stage for more targeted exploitation of results.

## **8.3. Phase 3: Focus on Exploitation and Impact Maximization (M37–M42 and beyond)**

At this stage, the project will concentrate on facilitating the uptake and use of the developed solutions. In the final phase, the focus shifts towards maximizing the impact of the project beyond its official end date Activities will include:

- Promoting the utilization of MOBILES results by stakeholders, industries, and authorities
- Organizing campaigns to ensure the proper application of results in real-world scenarios
- Deepening stakeholder engagement to drive adoption and further dissemination of the technologies
- Disseminating results and recommendation via final project conference
- Ensuring the sustainability of project outcomes
- Developing strategies for continued use and further dissemination of results by project partners
- Ensure that the project-generated data and outputs are stored in publicly accessible repositories in order to enable results uptake and reuse of data.

The long-term objective is to ensure that the results of MOBILES continue to contribute to environmental monitoring and pollutant detection after the project has ended.







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## 9. COMMUNICATION PLAN

### 9.1. Communication Activities of Phase 1 (M1-M12)

During Phase 1 of the MOBILES project, the primary objective is to establish a cohesive and recognizable visual identity, laying the foundation for effective communication throughout the project's lifetime. To achieve this, a subcontracting company will be selected to assist in designing the project's visual identity, ensuring that all communication materials reflect a consistent and professional image. Having this communication tools the focus will be on raising awareness about the project and its importance in addressing biotic and abiotic contaminants, as well as the need for eco-friendly detection systems for soil protection and remediation. This phase aims to enhance the project's visibility through initial campaigns and the dissemination of communication materials to the general public.

Key activities in this phase include:

**Development of the MOBILES Visual Identity:** This involves creating the project logo, defining a colour scheme, and selecting typography that will be used across all communication materials. The visual identity will set the tone for all further promotional activities, ensuring a unified appearance summarised in the project Branding manual.

**Creation of Project Materials:** Once the visual identity is established, a set of branded materials will be produced, including templates for documents, PowerPoint presentations, and official deliverables and minutes. These templates will be shared with the consortium to ensure consistency in project-related communications.

**Establishment of the Website and Social Media Accounts:** The MOBILES project website will be set up as the central hub for all communication and dissemination efforts. Social media accounts, including Twitter, LinkedIn, and YouTube, will be created under the MOBILES project name, serving as key platforms for engaging with target audiences.

**Setting Up Hashtags:** To streamline communication across social media and ensure the project is easily recognizable, specific hashtags such as *#MobilesProject* will be defined. These hashtags will be used consistently throughout the project's communications, helping to promote engagement and reach.

**Raising Awareness:** Informing the public about the topic of soil contaminants and the innovative solutions offered by MOBILES by publishing the first Press Release and articles about the core project activities. Newsletter will be issued regularly with project updates and distributed via project media channels as well via partner's network in order to maximise the reach.

**Foundation Setting for Long-term Engagement:** Laying the groundwork for continuous engagement with the public through a cohesive and consistent communication strategy.





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**First Press Release (M4):** A major milestone will be the release of the first official press statement, announcing the project's launch and explaining its vision and goals.

**First Newsletter (M6):** A bi-annual newsletter will be initiated, starting at Month 6 (February 2025), which will provide updates on project progress and activities. The newsletter subscription option will be set up on the finalized project website, encouraging the public to stay informed.

**Completion of the Website:** The project website will be fully operational, providing a central hub for all communication activities, including access to press releases, newsletters, and downloadable project materials. A special feature on the project website will allow members of the public to subscribe to the newsletter directly. This form will make it easy for the audience to receive regular updates and stay connected with MOBILES' progress.

**Finalization of Printable Graphic Materials:** All graphic materials such as banners, roll-ups, and promotional leaflet will be created and ready for distribution at various events and online platforms to further raise awareness.

**Visibility Campaigns:** Launching introductory campaigns to introduce the project and its objectives. These campaigns will utilize the initial set of communication materials, including flyers, social media posts, and videos, designed to grab the public's attention and spark interest.

## 9.2. Communication Activities of Phase 2 (M13-M36)

Phase 2 of the MOBILES communication strategy will focus on promoting the project's initial results and continuing to build visibility and interest among the general public. This phase aims to further engage audiences by showcasing key milestones, research progress, and project achievements through targeted actions and campaigns.

Key activities will include:

**Promoting Initial Results:** Public communication efforts will highlight the early successes and findings of the project through various actions and campaigns (promotion and storage on the project web, through the project newsletter and potentially via partner's projects media channels). This will demonstrate the tangible benefits and potential impact of MOBILES' innovations in eco-friendly detection systems.

**Video Contributions:** Interviews featuring key MOBILES researchers or summarising key project milestones will be produced and shared across the website and social media platforms. These videos will provide insights into the project's progress and explain the science behind the detection systems and their importance in environmental protection.

**Website Updates & Project News:** A dedicated news section on the project website will be continuously updated with key milestones, including achievements in the protection of environmental





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and public rights. Each milestone will be accompanied by a press release, promoted via social media channels of both the project and its partners.

**Social Media Engagement:** The project's social media accounts will remain active, with regular posts highlighting progress in various Work Packages (WPs), as well as MOBILES' participation in relevant conferences and events. Peer-reviewed publications by the academic partners of the consortium will also be promoted, ensuring the public stays updated on scientific advancements.

**Updated Project Materials:** The project leaflet, factsheets, and the project roll-up banner will be updated to reflect the latest developments and outcomes upon need. These materials will be used for further public engagement at events, on the website, and during conferences.

**Articles in Public Science Magazines:** Articles will be published in public science magazines to expand outreach and bring attention to the broader environmental implications of MOBILES' work, making the project more relatable and understandable for a non-specialist audience.

**Press Release (M24):** A second major press release will be published at month 24, summarizing the project's progress and outcomes thus far. This will further reinforce MOBILES' credibility and relevance in the public domain.

## 9.3. Communication Activities of Phase 3 (M37-M42 and beyond)

Phase 3 of the MOBILES communication strategy is centred around ensuring the application and practical use of project results in real-world scenarios. This phase plays a critical role in transitioning the project's scientific outcomes into tools and solutions that can be adopted by the general public and various sectors, contributing to environmental sustainability. In this final phase, the strategy focuses on ensuring the long-term impact and sustainability of the project results after its official conclusion. The main objective during this phase is to develop strategies that will enable the continued use and dissemination of the outcomes achieved during MOBILES, ensuring that its innovations remain relevant and beneficial for environmental monitoring and pollutant detection.

Key activities in this phase include:

**Organizing Campaigns for Practical Application:** Specific campaigns will be launched to demonstrate how MOBILES results can be applied in everyday situations. These campaigns will aim to raise awareness about the practical benefits of the eco-friendly detection systems developed by the project. Workshops will be organized (potentially with other partner projects) to explain how these tools can be implemented and why they are important for soil protection and environmental remediation.





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**Final Project Video:** The final project video will be produced and published, summarizing MOBILES' journey, its achievements, and the impact of its technologies. The video will also explain the next steps for public engagement and the practical use of MOBILES results.

**Final Press Release (M40):** A concluding press release will be issued in month 40, highlighting the overall success of the project and its key contributions to eco-friendly detection systems. This final press release will focus on wrapping up the communication efforts and emphasizing the long-term significance of MOBILES results.

**Finalizing Newsletters:** The newsletters, which have been distributed every six months, will be finalized with key insights and updates from the project. The final newsletter will reflect on the project's accomplishments and offer information about ongoing opportunities for engagement.

**Ongoing Social Media Engagement:** Social media channels will remain active, providing updates, news, and highlights from workshops and webinars. Posts will continue to showcase the progress and results of MOBILES, engaging the public with easy-to-understand content about the project's outcomes and their relevance.

**Website Articles:** Articles on the website will keep being updated with the latest information, covering project milestones and event outcomes. Blog posts will also continue to serve as a more informal communication tool to reach a broad audience, explaining MOBILES' contributions in a accessible manner.

**Ensuring Long-Term Impact:** The long-term goal is for MOBILES' results to keep contributing to environmental monitoring and the detection of pollutants long after the project has ended. By ensuring that the results are accessible, widely known, and effectively communicated, MOBILES aims to remain a reference point for eco-friendly detection systems.

**Website as the Central Hub:** Throughout all phases, the MOBILES website will continue to act as the central hub for all dissemination activities, linking to other communication platforms such as social media channels and newsletters. Even after the project's completion, the website will remain a reference point, ensuring ongoing access to information, updates, and further dissemination of MOBILES results. For a long-term preservation, the MOBILES community on Zenodo repository was established and will serve as a long-term reference for data and materials created within the project.

## 9.4. Summary of Communication Activities

The MOBILES project's communication activities are designed to raise public awareness about environmental issues related to biotic and abiotic contaminants while promoting eco-friendly detection systems. The project began by establishing a strong visual identity and communication framework, facilitating the creation of essential materials and digital platforms. As the project progresses, targeted campaigns, press releases, and newsletters enhanced visibility around the project's outcomes. Engaging content, including videos and news will keep the public informed about





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project's advancements. Workshops and conference will help to transfer findings to real-world applications. Throughout, the project's website serves as a central hub, linking to various channels and fostering a community invested in sustainable solutions. After the project end, project outcomes will be accessible via MOBILES community on Zenodo.





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## 10. DISSEMINATION PLAN

### 10.1. Dissemination Activities of Phase 1 (M1-M12)

In Phase 1, the MOBILES project will focus on engaging stakeholders to identify and reach target groups. This phase aims to establish a foundation for stakeholder involvement, ensuring that the project gains visibility and support from diverse audiences.

Key activities will include:

**Stakeholder Engagement:** Actively engaging with other project funded under the same call, with other project with relevant priorities, etc. to foster a broad understanding of the project's relevance and gather initial attention.

**Utilization of Communication Materials:** Leveraging the project website, social media channels, and printed graphic materials, alongside the newsletter developed during the communication activities, to enhance dissemination efforts. In this phase, the aim is to distribute project materials and newsletters via project partners media channels to attain attention and interest into our communication tools.

**Dissemination of Early Project Results via “Popularisation articles”** (if relevant): In case of published articles in this project phase, we will republish them on our media channels, using more simplified language that is more accessible to non-scientific audience.

### 10.2. Dissemination Activities of Phase 2 (M13-M36)

In Phase 2, the MOBILES project will focus on promoting initial results through targeted actions and campaigns. This phase aims to foster dialogue, generate feedback, and establish a foundation for more targeted exploitation of results, ensuring that the project's findings are effectively communicated and utilized.

Key activities will include:

**Scientific Conferences and Events:** Participating in European and worldwide events related to biosensors and pollutants. These events will facilitate direct engagement, allowing for one-to-one dialogue to provide detailed information about the project and encourage active interest from scientific community as well as other target groups.

**Cooperation with Other Projects:** Establish and deepen collaboration with other projects and clusters in the fields of biotechnology and environmental protection. Collaboration will focus on completion of Policy Brief on Biotic and Abiotic Pollutants (D5.2) and Policy Brief on Biosensor Technologies for Environmental Monitoring (D5.4). Other field for coordination will be organisation of the joint final event. **MOBILES, AquaBioSens and BIOSENSEI projects** already agreed to produce







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a common document concerning Policy Brief that will be published using project web sites and media channels.

**Engagement with Stakeholders:** Organising discussions with stakeholders to gather feedback and insights on the early findings of the project.

**Publication of Scientific Papers:** Submitting several open-access scientific papers highlighting findings in areas such as the detection of PMCs, CECs, AMR, and pathogen bacteria using electrochemical biosensors. The MOBILES consortium is committed to releasing tailored publications in peer-reviewed journals and specialized magazines to showcase project outputs.

**Educational and Training Activities:** Workshops or training sessions during project implementation and periodic meetings are envisaged. Potential workshops could cover topics such as organism-based biosensors, validation of MOBILES biosensors in controlled environments, and scientific advances in monitoring and managing contaminants. The initial aim is to find partner project or relevant event where we can co-organise a project-relevant workshop.

## 10.3. Dissemination Activities of Phase 3 (M37-M42 and beyond)

In Phase 3, the MOBILES project will focus on facilitating the uptake and use of the developed solutions. This phase is crucial for transforming project outputs into practical tools that can be utilized across various sectors, ensuring that the knowledge and solutions developed during the project continue to have a lasting impact.

Key activities will include:

**Promotion of Results Utilization:** Actively promoting the use of MOBILES results among stakeholders, industries, and authorities to ensure that the findings are applied effectively in relevant contexts.

**Scientific Conferences and Events (Fairs):** Continuing participation in relevant scientific conferences to disseminate project results and foster dialogue with stakeholders, while facilitating one-to-one discussions to elaborate on project findings.

**Publication of Scientific Papers:** Submitting final scientific papers highlighting the project's outcomes and showcasing advancements in areas such as biosensor technology and pollutant detection.

**Educational and Training Activities:** Organizing workshops and training sessions that cover critical topics, including organism-based biosensors, validation of MOBILES biosensors in controlled environments, and advances in monitoring and managing pollutants.







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**Final Event:** Organizing a final event, possibly in partnership with other projects funded under the same call, which will align with the final project meeting. This event will feature elements and parallel sessions tailored for all major stakeholder groups, ensuring that diverse perspectives and insights are shared.

## 10.4. Summary of Dissemination Activities

The dissemination activities throughout the MOBILES project are designed to effectively engage stakeholders and promote project outcomes. Starting with a comprehensive dissemination strategy and stakeholder mapping, we raised awareness of the project's relevance through initial campaigns, a dedicated website, and graphic materials. As the project progressed, we focused on promoting early findings, engaging in scientific conferences, submitting publications, and conducting educational workshops. The emphasis then shifted to facilitating the uptake of results through campaigns and stakeholder engagement, culminating in a final event that showcased project outputs.





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## 11. EXPLOITATION PLAN

Detailed information on **expected results** will be collected and updated every **6 months**. Each partner is obliged to fully inform the MOBILES exploitation manager and coordinator of the filing of patent applications of knowledge or results created in the field of the project within two weeks of the data of filing, in order to strengthen the future collaboration of partners towards the industrialization of the MOBILES results.

### 11.1. Exploitation Activities of Phase 1 (M1-M12)

In the initial phase, the focus is on laying the foundation for effective exploitation of the MOBILES project results. This includes a framework that incorporates a comprehensive data management plan. This phase emphasizes assessment of opportunities for commercialization and gather insights into market demand for MOBILES outputs. Finalizing the data management plan and IPR strategy will further prepare the project for subsequent exploitation efforts.

**Initial research on market** needs and stakeholder mapping: Identify potential markets and relevant stakeholders.

**Data management plan:** Establish questionnaires for managing and sharing project data effectively.

**IPR strategy formulation:** Identify potential intellectual property and strategies for protection.

**Finalization of the data management plan:** Ensure effective access and sharing of data for potential commercial use (M4).

**Identification and documentation of potential IP:** Record innovative methodologies and devices for future patenting.

**Participation at scientific conferences:** Present results and commercial applications to a targeted audience.

**Submission of scientific publications:** Disseminate findings in relevant journals to enhance visibility and attract partners. (5 project- related papers already published in M6, another 3 planned in this period).

### 11.2. Exploitation Activities of Phase 2 (M13-M36)

In this phase, the project will promote its initial findings to potential partners and stakeholders, highlighting the commercial viability of its results. Engaging with industry through scientific conferences, publications, and ongoing data management will support potential for commercialization of innovations.





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**Promotion of early findings to potential partners:** Share results with industry stakeholders to gauge interest and gather feedback.

**Participation at scientific conferences:** Present results and commercial applications to a targeted audience.

**Submission of scientific publications:** Disseminate findings in relevant journals to enhance visibility and attract partners. (at least one paper planned for submission in this period).

**FAIR data management:** Maintain access to valuable data for potential commercial applications, regular update of the Data Management Plan.

## 11.3. Exploitation Activities of Phase 3 (M37-M42 and beyond)

The third phase focuses on future facilitation of the MOBILES results application in real-world scenarios. Strategies will be developed for practical implementation or to facilitate future steps needed for commercial application (in case of not sufficient TRL level), alongside continued management of intellectual property and preparations for a final event to showcase the project results.

**Organization of workshops and conference(s):** Demonstrate practical applications or potential of practical application of developed technologies to potential users. These events may feature collaboration with other relevant projects.

**Submission of scientific publications:** Disseminate findings in relevant journals to enhance visibility and attract partners. (at least one paper planned for submission in this period).

**Publication of final project video:** Showcase the project results and its benefits for the environmental monitoring and environmental protection.

**Finalization of the data management plan:** Ensure ongoing data accessibility for data and results reuse and further development.

## 11.4. Summary of Exploitation Activities

The exploitation activities of the MOBILES project are structured across three phases. In Phase 1, foundational strategies for commercialization are established, focusing on data management and intellectual property rights (IPR), market research to prepare for effective exploitation. Phase 2 promotes initial findings and potential commercial application through conferences and publications. In Phase 3, the focus on practical implementation of results increased interaction with stakeholders and assurance of proper data management respecting FAIR principles.





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## 12. EXPLOITABLE RESULTS

The MOBILES project aims to achieve Technology Readiness Level (TRL) 5 at the end of the project realisation demonstrating the feasibility of its biosensor technology in a relevant environment. This marks a significant milestone in development of these biosensors however successful commercialization requires further steps. Key factors such as market validation, scalability, regulatory compliance, intellectual property considerations, and financial feasibility must be addressed before transitioning to a market-ready product and these activities are not under the scope of the MOBILES project. Reaching TRL 5, the technology may still require refinement, optimization, and validation to overcome potential challenges. A successful path to commercialization will involve strategic partnerships, additional investment, and rigorous business planning. It is essential to assess market demand, competitive landscape, and the overall business case to ensure long-term viability.

The project underwent the first screening of the project exploitable results which will be repeated each 6 months. Finding from the forthcoming rounds will be summarised in the DECP 2 (D5.3) in Month 24.

### 12.1. Summary of Findings on Exploitable Results

The initial screening of the MOBILES project's exploitable results (ERs) identified ten ERs, as detailed in Table 3. Table 4 reveals that the majority of these results fall into the following categories: know-how (9), processes or methodologies (5), products (5), and service (1).

Regarding the Technology Readiness Level (TRL) of the identified ERs, Table 5 shows that they range from TRL 2 to TRL 5. This relatively low TRL explains why most ERs do not yet have a clear timeline for marketability. Only one ER—Packaging design and shelf-life optimization for electrochemical biosensors (ER7)—has demonstrated potential for a short-term market application, estimated within two years after the project's completion. Further insights into the uncertainty surrounding the marketability timeline of these ERs are provided in Table 6. The main reasons include: Low TRL levels (6); Measurement outputs (4); Single-purpose outputs relevant only to the MOBILES project (3); Analytical outputs (2).

The final part of the screening focused on intellectual property (IP) protection and management strategies for the project's ERs. Table 7 outlines the expected protection measures: Potential patent applications (4); copyright claims (2); industrial rights claim (2); database rights claim (1). Regarding IP management, joint IP rights will be applied in 7 cases, and 3 cases will be subject to lichenisation. More details are provided in Table 8.

The summary of screening results in M6 are listed in the tables below:

### 12.2. List of the MOBILES Exploitable Results

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	Name of the Exploitable Result (ER)	Link to WP	Leading Partner	Contributing Partners
ER1	New detection methodologies	WP1	INRAE	NTUA, Ubx, ARO, UR, CUT, UBE, CNR
ER2	Electrochemical biosensors design and packaging	WP1	INRAE	EdenTech, Mat, UBE, UBx, NTUA
ER3	Plants able to visually indicate presence of contaminants	WP2	UR	CNR
ER4	Chemiluminescent bacteria and diatoms	WP2	ARO	CUT
ER5	Chemiluminescent bacteria and diatoms	WP2	ARO	CUT
ER6	A database of metagenomic, metataxonomic and metatranscriptomic data concerning contaminated soil	WP3	CNR-ISAFOM	ISSPC, UPNA
ER7	Packaging design and shelf-life optimization for electrochemical biosensors	WP4	Mat	NTUA, INRAE, UBx, IPB, UBE, ARO, TUC
ER8	Environmental risk assessment of modified bacteria and plants (report)	WP4	RICPA	CNR-IRET, UR, ARO
ER9	Performance evaluation for MOBILES organisms and devices (report)	WP4	NTUA	INRAE, UBx, ARO, UR, CNR-IRET, UBE, IPB, CUT, Eden, Mat
ER10	Project final video	WP5	GG	All partners

Table 3: List of MOBILES ERs - identified in the screening of M6

## 12.3. Forms of the Exploitable Results

Form of the ER		Exploitable Result
Product	5x	Plants able to visually indicate presence of contaminants (ER3), Chemiluminescent bacteria and diatoms (ER4), Chemiluminescent bacteria and diatoms (ER5), Packaging design and shelf-life optimization for electrochemical biosensors (ER7), Project final video
Service	1x	Chemiluminescent bacteria and diatoms (ER4)
Process/Methodology	5x	New detection methodologies (ER1), Electrochemical biosensors design and packaging (ER2), Plants able to visually indicate presence of contaminants (ER3), Chemiluminescent bacteria and diatoms (ER4), Chemiluminescent bacteria and diatoms (ER5)
Know-how/IP	9x	New detection methodologies (ER1), Electrochemical biosensors design and packaging (ER2), Plants able to visually indicate presence of contaminants (ER3), Chemiluminescent bacteria and diatoms (ER4), Chemiluminescent bacteria and diatoms (ER5), A database of metagenomic, metataxonomic and metatranscriptomic





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		data concerning contaminated soil (ER6), Packaging design and shelf-life optimization for electrochemical biosensors (ER7), Environmental risk assessment of modified bacteria and plants (report) (ER8), Performance evaluation for MOBILES organisms and devices (report) (ER9)
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Table 4: ERs clustered on the basis of expected form of the ER

## 12.4. Specification and Innovativeness

Name Of The Exploitable Result (ER)	TRL level	ER's Specification And Innovativeness	Exploitation Potential and Sector of Application	Consortium Partners Interested in Commercializ	Expected Time For Marketability
<b>New detection methodologies (ER1)</b>	3	The result integrates optimized recognition elements, characterized and selected nanomaterials for electrode functionalization and selection of appropriate surface chemistry, and buffer systems that preserve biological reactions on electrodes. Its innovativeness lies in combining material science, biochemistry, microbiology and electrochemistry.	The result integrates optimized recognition event that enable detection of the analyte in terms of bioligand concentration, buffer solution, and surface chemistry used for bioligand immobilization on the electrode. Its innovativeness lies in combining chemistry, molecular biophysics and electrochemistry.	Not relevant	Not relevant
<b>Electrochemical biosensors design and packaging (ER2)</b>	3	Three basic principles are optimized voltametric, impedance and electrochemiluminescence. The innovation lies in maximizing signal to noise ratio.	It consolidates advanced electrochemical methods with affordability and portability of detection. Its innovation lies in the higher sensitivity of detection and minimal sample preparation.	Not relevant	Not relevant





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<b>Plants able to visually indicate presence of contaminants (ER3)</b>	2	Exploitation of yeast As sensing in plants, intermediate cloning has been done	Monitoring of environment contaminant for human health and agriculture	Not relevant at the state of the art	The TRL is still too low to forecast market access
<b>Chemiluminescence bacteria and diatoms (ER4)</b>	3	Creating light signatures (fingerprints) for different environmental pollutants	Detection environmental contaminants	Not relevant for this stage	The TRL is still too low to forecast market access
<b>Chemiluminescence bacteria and diatoms (ER5)</b>	3	Growth of a number of marine diatoms.	Characterization by Uv-vis and Fluorescence spectroscopy	Not relevant for this stage	Still too low to predict market access
<b>A database of metagenomic, metataxonomic and metatranscriptomic data concerning contaminated soil (ER6)</b>	2	The database will collect data to identify the microbial composition of harsh environment. This will also contain genomic sequences of uninvestigated species that would have a role in the resilience to pollutants	The potential exploitation will be the isolation of the microbes that are more tolerant to pollutant to be used for remediation action. The exploitation of the results goes beyond the scope of the project.	Not relevant	The TRL is too low to prospect a time for marketability
<b>Packaging design and shelf-life optimization for electrochemical biosensors (ER7)</b>	5	The result integrates optimized material selection, packaging architecture, and buffer systems that preserve bioactive enzymes on electrodes, ensuring minimal denaturation and extended shelf-life. Its innovativeness lies in combining kinetic modelling, computer simulations, and electrode-surface chemistry to create a modular, disposable packaging solution	This packaging design can be applied in environmental monitoring, diagnostic devices, and industrial process control where on-site or disposable biosensors are required. Potential users include sensor manufacturers, analytical labs, and industries needing robust, long-lasting biosensors for pollutant detection or process monitoring.	Not specifically identified at this stage	2 years after the project ends







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		tailored for electrochemical biosensors.			
<b>Environmental risk assessment of modified bacteria and plants (report) (ER8)</b>	5	It consolidates advanced data and analyses on GM bacteria and plants. Its innovation lies in the integration of tests using multiple organisms.	Its primary use is within the MOBILES project for regulatory compliance and internal safety assurance. It may serve as a reference tool in academic or policy sectors for future GMO risk assessments.	Not relevant	Not relevant
<b>Performance evaluation for MOBILES organisms and devices (report) (ER9)</b>	5	This result compiles comprehensive performance data (sensitivity, specificity, and operational parameters) for both electrochemical and organism-based biosensors under controlled pollutant exposures. Its key innovation is the integrated comparison of various MOBILES sensor designs and organisms, generating a unified knowledge base for future optimization or regulatory assessment.	Such consolidated performance evaluations support decision-making in environmental monitoring, biotech R&D, and industrial process control. While primarily for internal project validation, the knowledge gained can inform external stakeholders (e.g., sensor manufacturers, environmental agencies) seeking proven performance benchmarks.	Not relevant	Not relevant

Table 5: ER's Specification and innovativeness

## 12.5. Reasons for Non-Marketability/Uncertain Time-to-Market

<b>Low TRL level</b>	New detection methodologies (ER1), Electrochemical biosensors design and packaging (ER2), Plants able to visually indicate presence of contaminants (ER3), Chemiluminescent bacteria and diatoms (ER4), Chemiluminescent
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	bacteria and diatoms (ER5), A database of metagenomic, metataxonomic and metatranscriptomic data concerning contaminated soil (ER6)
<b>Analytical output</b>	Environmental risk assessment of modified bacteria and plants (report) (ER8), Performance evaluation for MOBILES organisms and devices (report) (ER9)
<b>Single purpose (relevance only to the MOBILES project)</b>	Environmental risk assessment of modified bacteria and plants (report) (ER8), Performance evaluation for MOBILES organisms and devices (report) (ER9), Project final video (ER10)
<b>Measurement output</b>	New detection methodologies (ER1), Electrochemical biosensors design and packaging (ER2), Environmental risk assessment of modified bacteria and plants (report) (ER8), Performance evaluation for MOBILES organisms and devices (report) (ER9)

Table 6: Reasons for non-marketability of ER

## 12.6. Possible Forms of Protection Plan for Results

<b>Patent</b>	4x	New detection methodologies (ER1), Plants able to visually indicate presence of contaminants (ER3), Chemiluminescence bacteria and diatoms (ER4), Packaging design and shelf-life optimization for electrochemical biosensors (ER7)
<b>Industrial design rights</b>	2x	Electrochemical biosensors design and packaging (ER2), Packaging design and shelf-life optimization for electrochemical biosensors (ER7)
<b>Copyright</b>	2x	Environmental risk assessment of modified bacteria and plants (report) (ER8), Performance evaluation for MOBILES organisms and devices (report) (ER9)
<b>Database rights</b>	1x	A database of metagenomic, metataxonomic and metatranscriptomic data concerning contaminated soil (ER6)

Table 7: Form of protection of ER

## 12.7. IP Management

<b>Joint IP rights</b>	7x	New detection methodologies (ER1), Electrochemical biosensors design and packaging (ER2), Plants able to visually indicate presence of contaminants (ER3), A database of metagenomic, metataxonomic and metatranscriptomic data concerning contaminated soil (ER6), Packaging design and shelf-life optimization for electrochemical biosensors (ER7), Environmental risk assessment of modified bacteria and plants (report) (ER8), Performance evaluation for MOBILES organisms and devices (report) (ER9)
<b>Licensing</b>	3x	New detection methodologies (ER1), Electrochemical biosensors design and packaging (ER2), Packaging design and shelf-life optimization for electrochemical biosensors (ER7)

Table 8: Form of IP management





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## 13. TIMELINE

A timeline of communication activities of the MOBILES project linked to project deliverables and milestones.

Deliverable/output name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42			
	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2			
Data management plan	24				D6.1											26												27													28				
Dissemination, Exploitation & Communication Plan					D5.1																																								
MOBILES interaction and connection with other EU-funded projects												D6.2																																	
Policy Brief on Biotic and Abiotic Pollutants																		D5.2																											
Data management plan update																				D6.3																									
Design, characterization and optimization of hardware and readout circuit for biosensors																								D1.2																					
Dissemination, Exploitation & Communication Plan update																									D5.3																				
Data management plan final																																										D6.4			
Performance assessment of MOBILES organisms and devices																																											D4.3		
Dissemination, Exploitation & Communication Report																																												D5.5	
Project logo and Branding Manual			D6.1																																										
Website established			D6.1																																										
Twitter, Youtube, LinkedIn established			D6.1																																										
Zenodo established			D6.1																																										
Project templates created			D6.1																																										
Poster, Rollup, Leaflet																																													
Newsletter							1					2						3						4						5										6				7	
Press Release							1																																						
Final event																																													

Completed	
Planned	





# MOBILES

## 14. CONCLUSION

The present DECP for the MOBILES project has been developed by the WP5 leader (GG) to strategically outline the communication, dissemination, and exploitation activities throughout its 42-month implementation in the field of environmental monitoring and pollutant detection. The primary goal is to facilitate the achievement of project research objectives and enhance the project's societal impact, specifically targeting defined groups such as the general public, media, research communities, European institutions, and industry stakeholders.

In addition to establishing targets and planning the project's pathways for communication, dissemination, and exploitation (DEC), this DECP serves as a practical guide for consortium members, summarizing essential guidelines and partner obligations within the framework of the Horizon Europe programme. The MOBILES DECP is a dynamic document, scheduled for updates at M24 and M42. All these versions will be public and stored on the project site and under MOBILES community on Zenodo repository.

To effectively convey key messages and results, MOBILES employs a diverse array of tools, starting with a distinctive visual identity (including Branding manual and project templates). The project website, along with the project's profiles on social media platforms such as X and LinkedIn, forms the core of the communication strategy. Supporting materials for communication include project leaflet in the ready-to-print version, roll-up banner, poster template. Project press releases and regular newsletters and scientific publications are emphasized as crucial dissemination tools. Additionally, the project promotes its findings through oral presentations/poster presentations at conferences, workshops, or exhibitions, and during university lectures.

The MOBILES DECP encompasses three main components: the Communication Plan, which outlines project objectives and key messages for various audiences; the Dissemination Plan, which presents principal project results and dissemination methods; and the Exploitation Plan, identifying 10 project exploitable results based on internal project data collected in M6. As the project progresses, specific exploitation strategies for key exploitable results will be elaborated upon in future updates of the DEC Plan.

The success of the MOBILES project hinges on effective collaboration among consortium partners. The same principle applies to tasks described in the DEC plan, whose success depends on commitment of all partners for engagement in communication and dissemination activities under the management and oversight of the WP5 leader (GG) and the Coordinator (NTUA).





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## List of Abbreviations

Abbreviation	Abbreviation for
AMR	Antimicrobial resistant (bacteria)
CECs	Chemicals of Emerging Concern
DEC	Dissemination, Exploitation, and Communication
DMP	Data Management Plan
DECP	Plan for Exploitation and Dissociation of Results
EB	Execution Board
EC	European Commission
ER	Exploitable Result
ETPs	European Technology Platforms
FAIR	Feasible Accessible Interoperable Reusable – principles of the Data Management
GA	Grant Agreement
GMO	Genetically Modified Organism
M	Month
PMCs	Persistent Mobile Chemicals
SME	Small and Medium Enterprises
WP	Work Package





# MOBILES

## Project Consortium



[www.ntua.gr/en/](http://www.ntua.gr/en/)



[www.cnr.it/en](http://www.cnr.it/en)



[www.inrae.fr/en](http://www.inrae.fr/en)



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[www.eden-microfluidics.com/](http://www.eden-microfluidics.com/)



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