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Deliverable Number 5.5

Plan for Dissemination and Communication Activities Related WPs: WP5 Related tasks: T5.2 Exploitation and dissemination strategy
--

	Affiliation / Position	Name
Author	Prof. Dr.	Renaldas Raišutis
Verifier		
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Abstract / Motivation for the research:

The aim of the presented deliverable document is to create a plan for dissemination and communication activities.

Deliverable Number	D5.5	Lead Beneficiary	2. KTU
Deliverable Name	Plan for Dissemination and Communication Activities		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	6	Work Package No	WP5
Description			
Define dissemination and Communication plan			

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KEYWORDS:

- Logo
- Website
- Explanatory video
- Information wall
- Badge-pin
- Social media dissemination links
- E-articles, events

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- Website screenshots
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ABBREVIATIONS

- DNA - deoxyribonucleic acid

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1. INTRODUCTION

The DNAMIC project aims to revolutionize data storage through its innovative DNA-based solution, ensuring long-term sustainability, cost-effectiveness and compliance with international standards. In order to implement dissemination and communication strategy, this plan covers dissemination and communication objectives, activities, identified target groups, dissemination channels and material provided in ANNEX.

2. MAIN PARTS OF DISSEMINATION AND COMMUNICATION ACTIVITIES PLAN

The main parts of the dissemination and communication plan are:

- Dissemination and Communication Objectives;
- Dissemination and Communication Activities;
- Target groups;
- Dissemination and Communication Channels.

3. DISSEMINATION AND COMMUNICATION OBJECTIVES

Dissemination and Communication Objectives include:

- Visibility of the DNAMIC project within the scientific community, industry, national and international organisations and general public;
- Effective communication and dissemination to partners and external stakeholders;
- Identification of potential synergies and, whenever possible, future collaborations with other networks related to DNA data storage;
- Value creation by project activities and outcomes not only for the scientific community and industry, but also for the general public;
- Fostering involvement of stakeholders, knowledge sharing and research uptake beyond the DNAMIC project.

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4. DISSEMINATION AND COMMUNICATION ACTIVITIES

The following communication and dissemination activities have been defined:

- Creation of the DNAMIC logo (see Annex 1 for details) and website (Annex 2);
- Participation in various innovation, scientific and industrial events, communication and public engagement activities;
- Reaching the identified potential target groups by using dissemination and communication channels.

5. TARGET GROUPS

The following target groups have been identified:

- Scientific community interested in DNA data storage (researchers, geneticists, bioinformaticians, engineers, biophysicists);
- Industry (Biotechnology companies, data centres and archival institutions. Potential collaborators and investors);
- International and national organisations;
- Policy Makers and Regulators (Government bodies involved in data storage regulations and standards);
- National and international authorities;
- The general public, especially those interested in innovation and technological progress. Also those who are concerned about this progress.

6. DISSEMINATION AND COMMUNICATION CHANNELS

Dissemination and communication channels include scientific journals and conferences, project website and social media, press releases and media outreach, and translation of key messages of DNAMIC developments.

6.1 Scientific Journals and Conferences:

- Publishing open access research papers in peer-reviewed scientific Q1 journals (e.g., Nature Nanotechnology, Science Advances, Nano Letters, Small Proceedings of the IEEE, ACS Synthetic Biology, etc); Presentations of research findings at national and international conferences, workshops, exhibitions and events to promote innovation (e.g., Life Science Baltics, Expo 2025,

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ICDNASBA 2024, Annual Data Economy Conference 2024, IARCE, etc.). All members of the Project Steering Committee (SC) will be included as authors in all future publications, as they have acquired the funding and participated in the design (and implementation) of the project, as well as the other team members of the Consortium partners who will contribute to the publications.

6.2 Project Website and Social Media:

- Creation of project website with regular updates on progress, milestones, and achievements;
 - The first version of the website www.dnamic.org was online at the start of the project;
 - It has been updated regularly since, with the 3rd version now online (See examples in Annex 2);
- Maintain social media profiles (e.g. “LinkedIn”, “YouTube”) to share news and engage with the community (See examples in Annex 6);
- It is planned to perform tagging of the “DNAMIC” in “LinkedIn” in order to ensure wider dissemination.

6.3 Press releases and media outreach

Press releases include interviews, e-journals etc. on key milestones and achievements, interesting and engaging stories:

- Over 20 appearances in general public news papers and specialised journals since the launch of the project (see Annex 6 for details);
- 3 appearances on regional (1x) and national television (2x) in Switzerland (see Annex 6 for details).

6.4 Translation of the Key Messages of DNAMIC developments

Possible future key messages could be as follows:

- Innovative solution of dual encoding (after IP protection);
- Innovative solution of unique DNA microfactory system;
- Compliance of DNA microfactory system with Data Storage standards;
- DNA microfactory system is Energy Efficient;
- DNAMIC consortium is open for interdisciplinary collaboration opportunities;

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6.5 Educational materials

- We have created an explanatory videos to explain DNA data storage concepts to a wider audience. The DNAMIC video has been produced in EN (<https://www.youtube.com/watch?v=LlaZK5UT7Js>) and FR languages (<https://www.youtube.com/watch?v=Z2P5xT8j0mQ>). Available in mp4 video format and “YouTube” version (see also Annex 3).
The aim of this video is to engage with the general public to talk about DNA data storage, to highlight its benefits, but also to re-assure about the safety of the technology. Further actions are planned, also through the Working Group 2 of the Portfolio activities.
- An information wall with examples of information storage technologies was created to illustrate the time-based evolution of information storage technologies and the need to develop new, higher density information storage devices. The information wall is located in the "DNA data storage" laboratory No. 333 in the KTU "Santaka Valley" building. It is presented in Annex 4.
- Badges-pins with “DNA data storage” symbols have been created, manufactured and are being distributed to important contacts and potential partners (see Annex 5).

6.6 Collaboration with Existing Initiatives in DNA data storage field

Partnership with existing DNA data storage projects and networks (e.g. "portfolio" activities with other projects in the Horizon Pathfinder programme). In addition, presentation of DNAMIC project results to the “DNA Data Storage Alliance” (<https://dnastoragealliance.org>). Such an organisation is an alliance of industry and academic organisations in the field of DNA data storage.

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7. CONCLUSIONS

- A plan for dissemination and communication activities was drawn up.
- A project logo (with three different backgrounds: black, transparent and white) was created and presented in Annex 1.
- A third version of the project website was developed (<https://dnamic.org>). Screenshots and explanations of the functionality of the website are presented in Annex 2.
- An explanatory video was created to explain the concepts of DNA data storage and to present the aim of the project to a wider audience in EN and FR (duration 3 minutes and 10 seconds). Some screenshots of the DNAMIC video and the YouTube links are presented in Annex 3.
- An information wall with examples of information storage technologies was created. The information wall is located in the "DNA data storage" laboratory No. 333 in the KTU "Santaka Valley" building. It is presented in Annex 4.
- The unique badges-pins with „DNA data storage“ symbols have been created, manufactured and are being distributed to important contacts and potential partners. The visual information consists of a binary code (0/1), ATGC molecules (nucleotides), which forms the strands of DNA. The magnifying glass of the pin consists of the polymer with synthetic DNA fragment encoded with information (word „DNAMIC“). It is presented in Annex 5.
- Links to press releases and photos of the events are presented in Annex 6.

8. ANNEXES

- Annex 1: DNAMIC project Logo
- Annex 2: DNAMIC project website
- Annex 3: DNAMIC educational “YouTube” video
- Annex 4: Information wall („DNA data storage“ lab No.333 at “Santaka Valley”)
- Annex 5: Unique badge-pin with „DNA data storage“ symbols
- Annex 6: Press releases and events

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8.1 Annex 1: DNAMIC project Logo

A project logo (with three different backgrounds: black, transparent and white) was created and images are presented in Fig.8.1.1 - Fig.8.1.3.



Fig. 8.1.1 DNAMIC logo with black background (dnamic_logo_black_background-01.jpg)



Fig. 8.1.2 DNAMIC logo with transparent background (DNAMic_logo_transparent_background-01_01.png)



Fig. 8.1.3 DNAMIC logo with white background (DNAMic_logo_white_background-01_01_01.jpg)

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8.2 Annex 2: DNAMIC project website

Third version of the project website was created and have an improved compatibility with mobile devices (smart phones, tablets):

<https://dnamic.org>

The website will be updated at least every 6 months with the most up-to date information and as needed for news (e.g., publications, conferences, meetings).

Different graphical designs of the website front page were created, including different colours and graphics:



a



b

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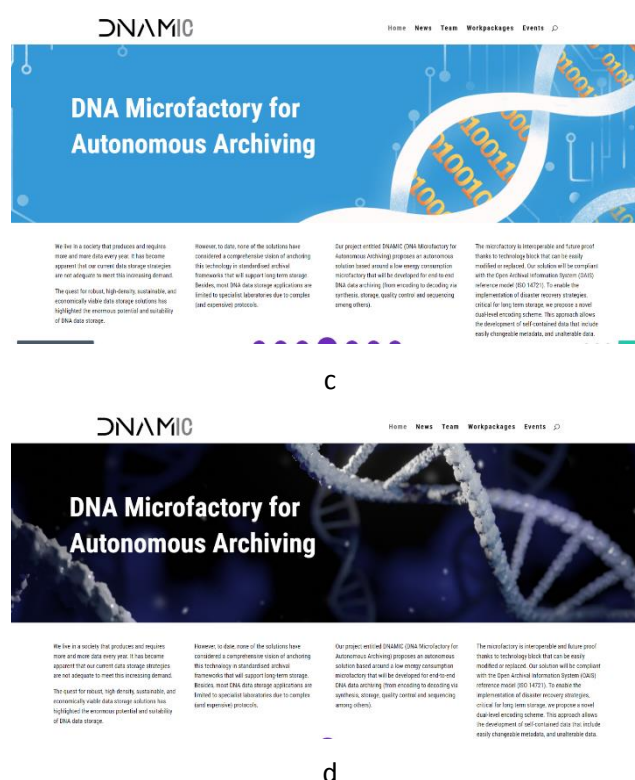


Fig. 8.2.1 Different graphical designs of the website front page

Summarizing four different versions of the website front page, the 2D versions of front pages are more static, calmer and flatter, while the 3D versions have a greater sense of movement and depth, and are able to catch the eye quickly due to the contrast created.

Several menu options have been implemented on the website: "Home", "News", "Team", "Workpackages" (general and submenu), "Events" and "Contacts". Related screenshots are shown in Fig.8.2.2-Fig.8.2.14.

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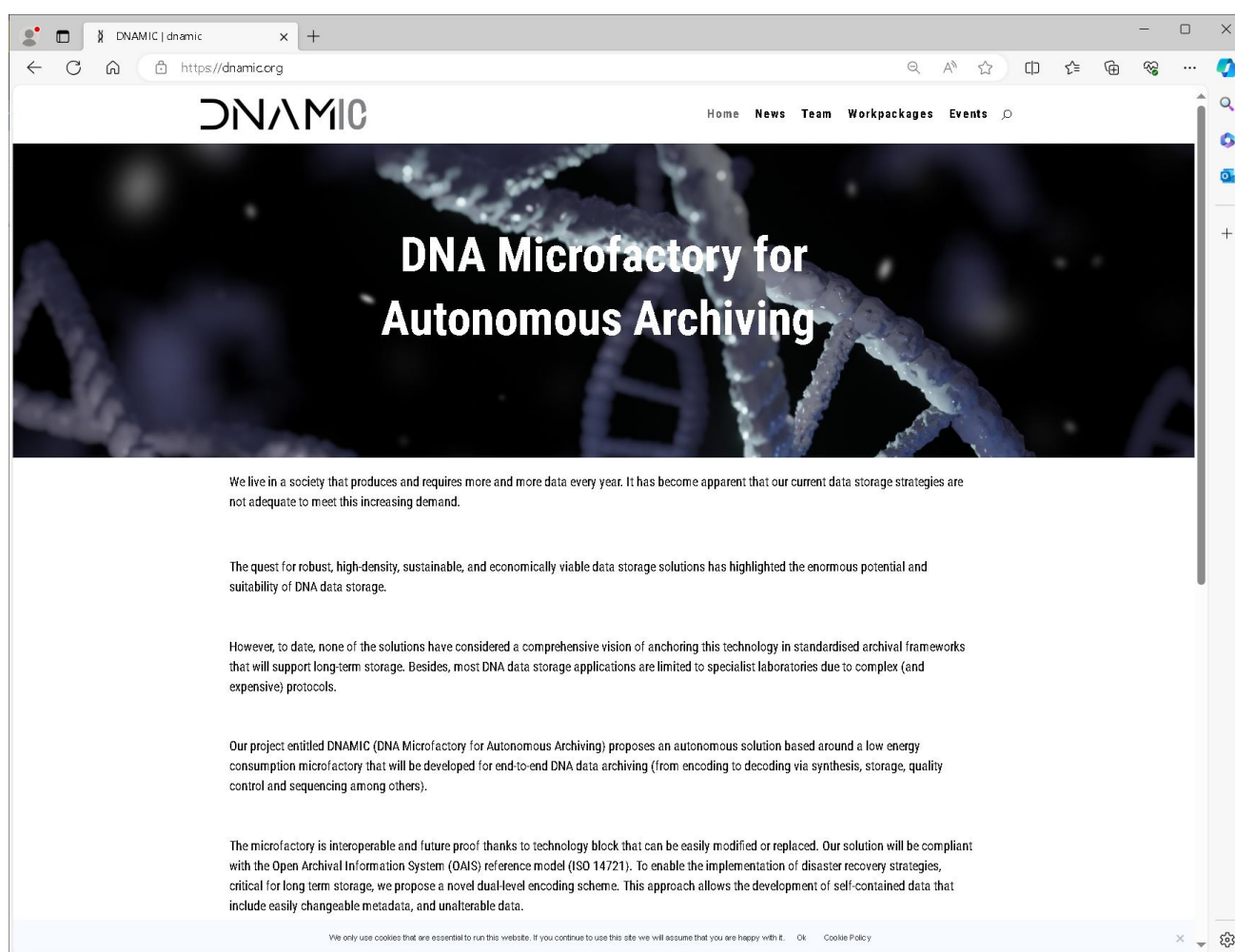


Fig.8.2.2. Menu selection: “Home”

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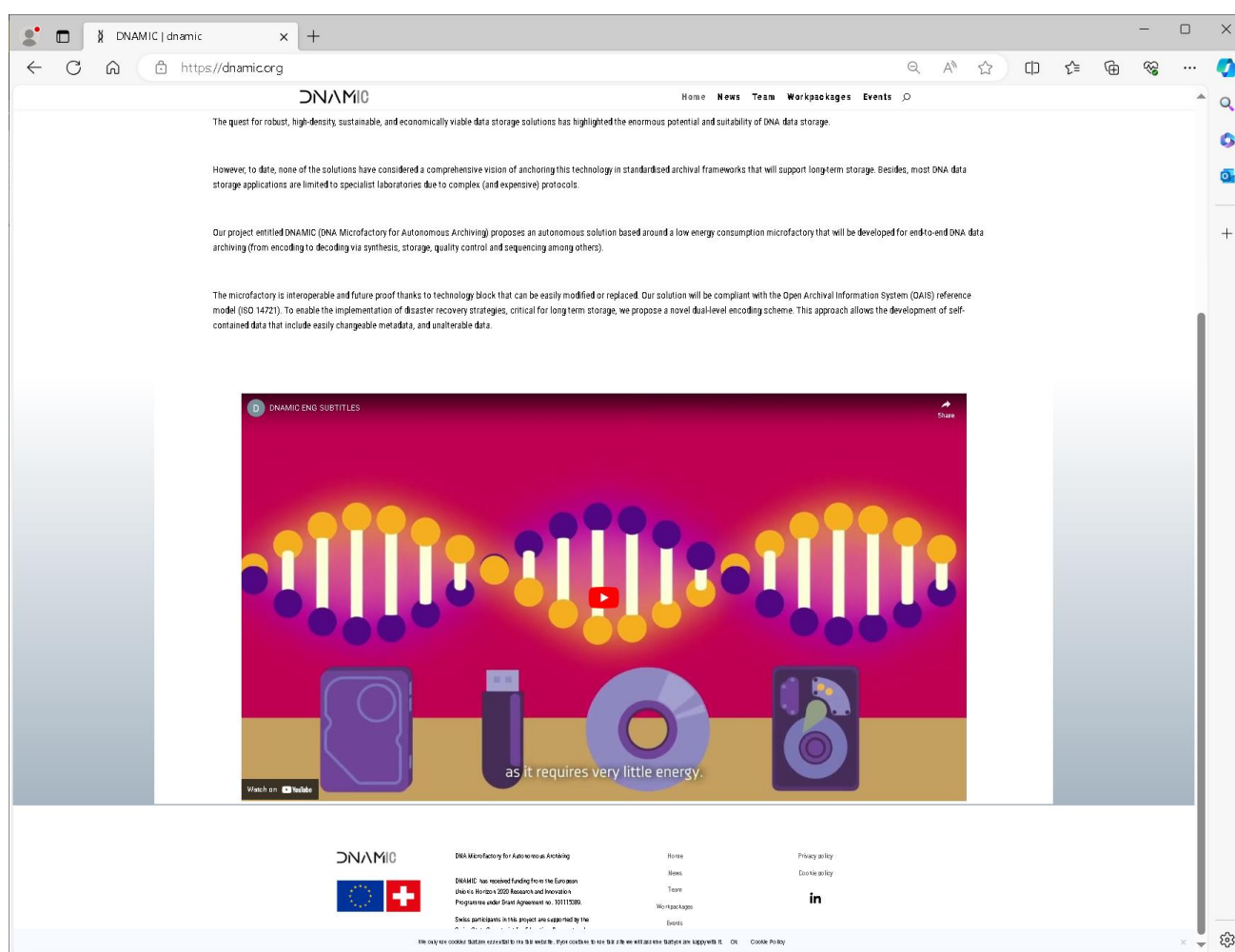


Fig.8.2.3. DNAMIC movie embedded in first page

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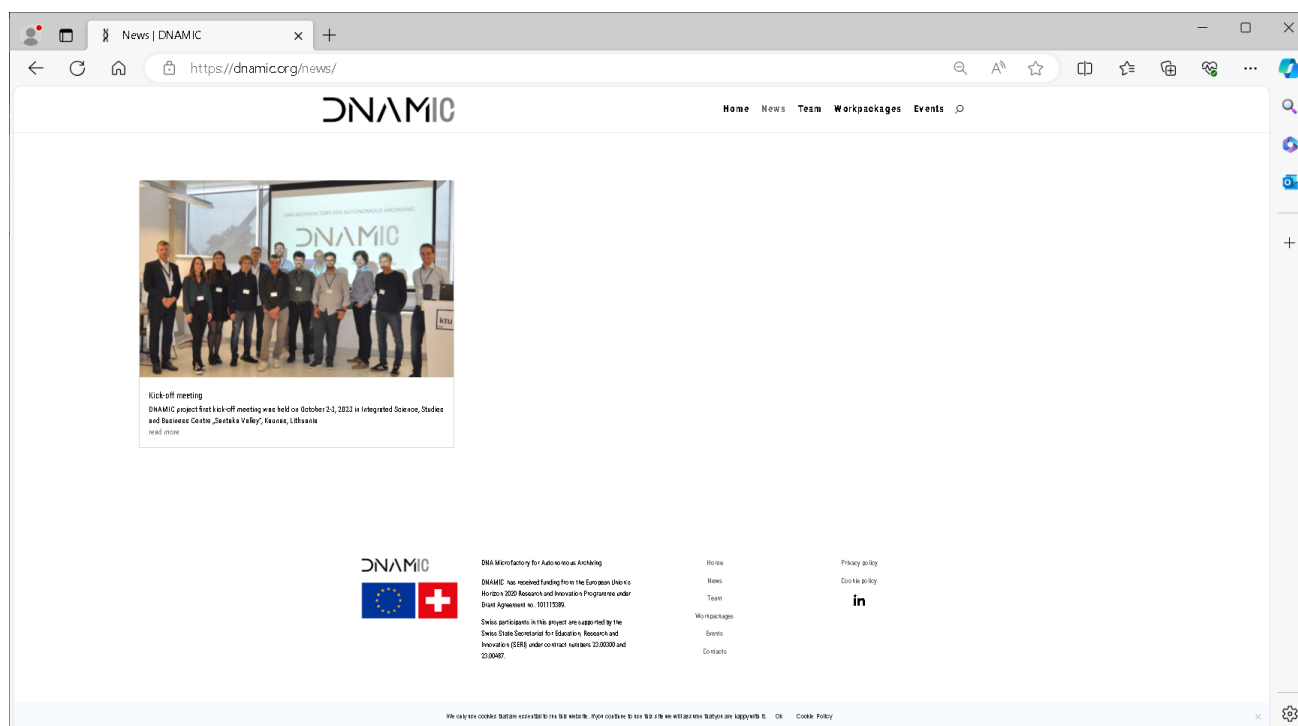


Fig.8.2.4. Menu selection: “News”

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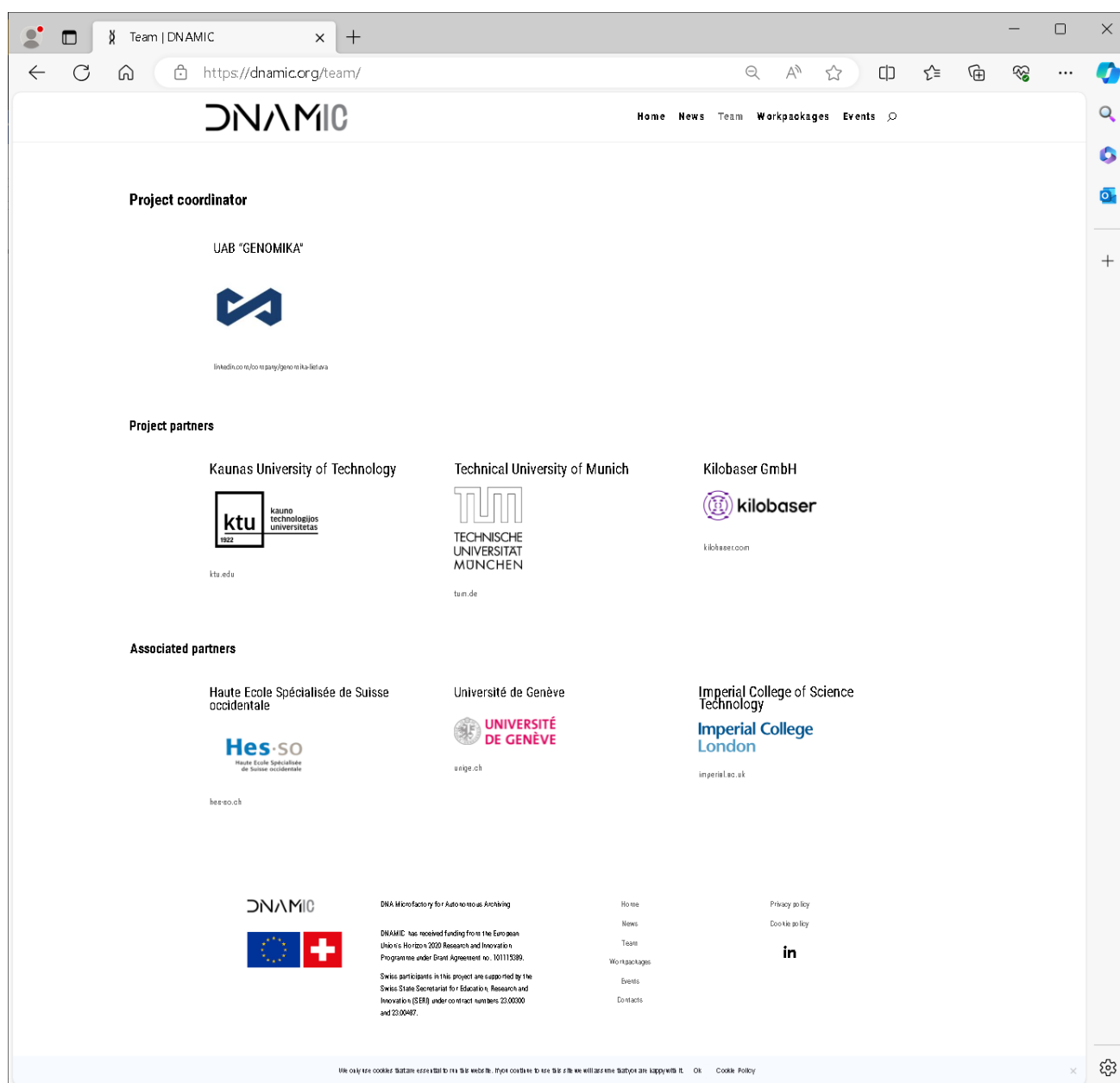


Fig.8.2.5. Menu selection: "Team"

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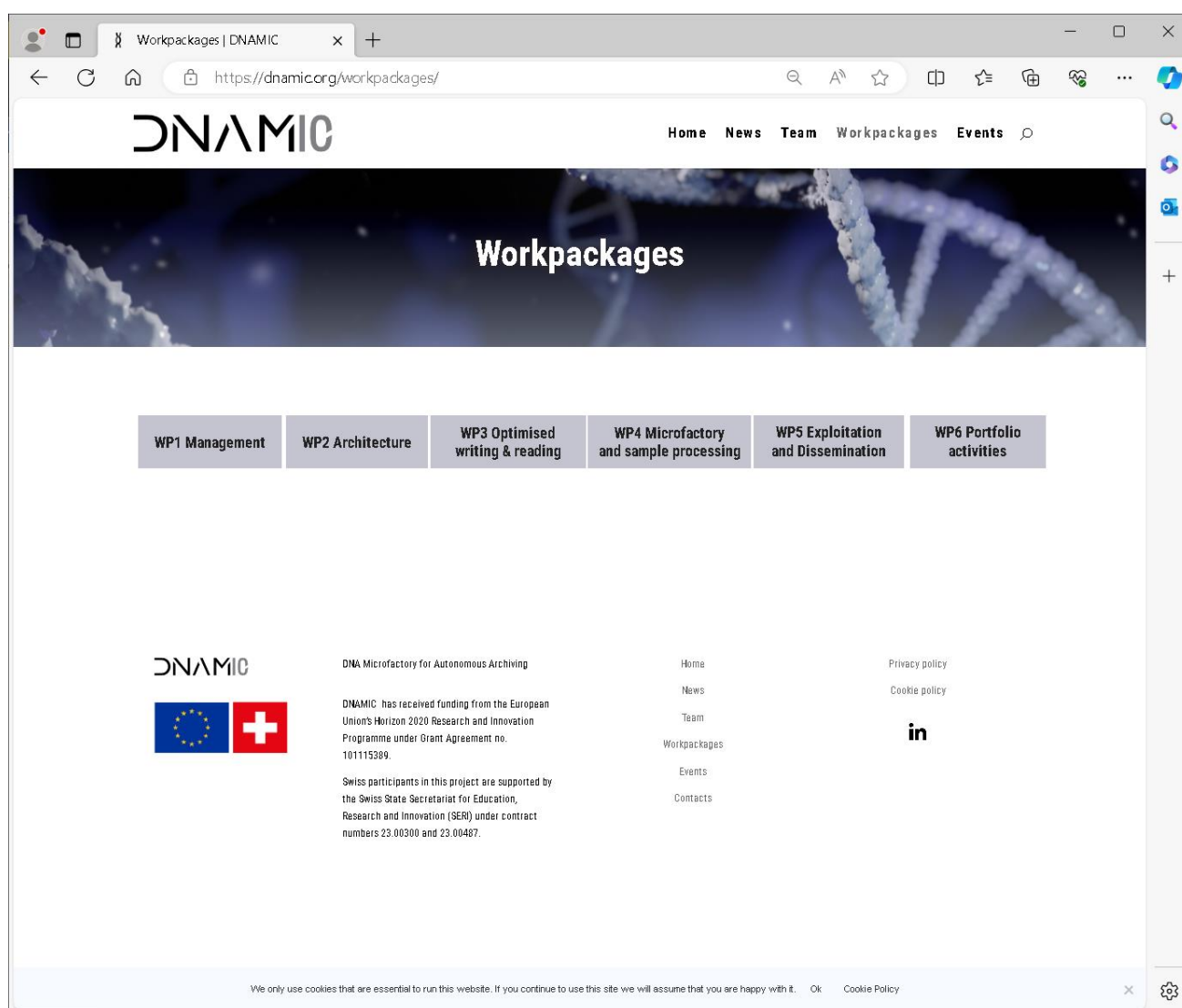


Fig.8.2.6. Menu selection: “Workpackages”(general view)

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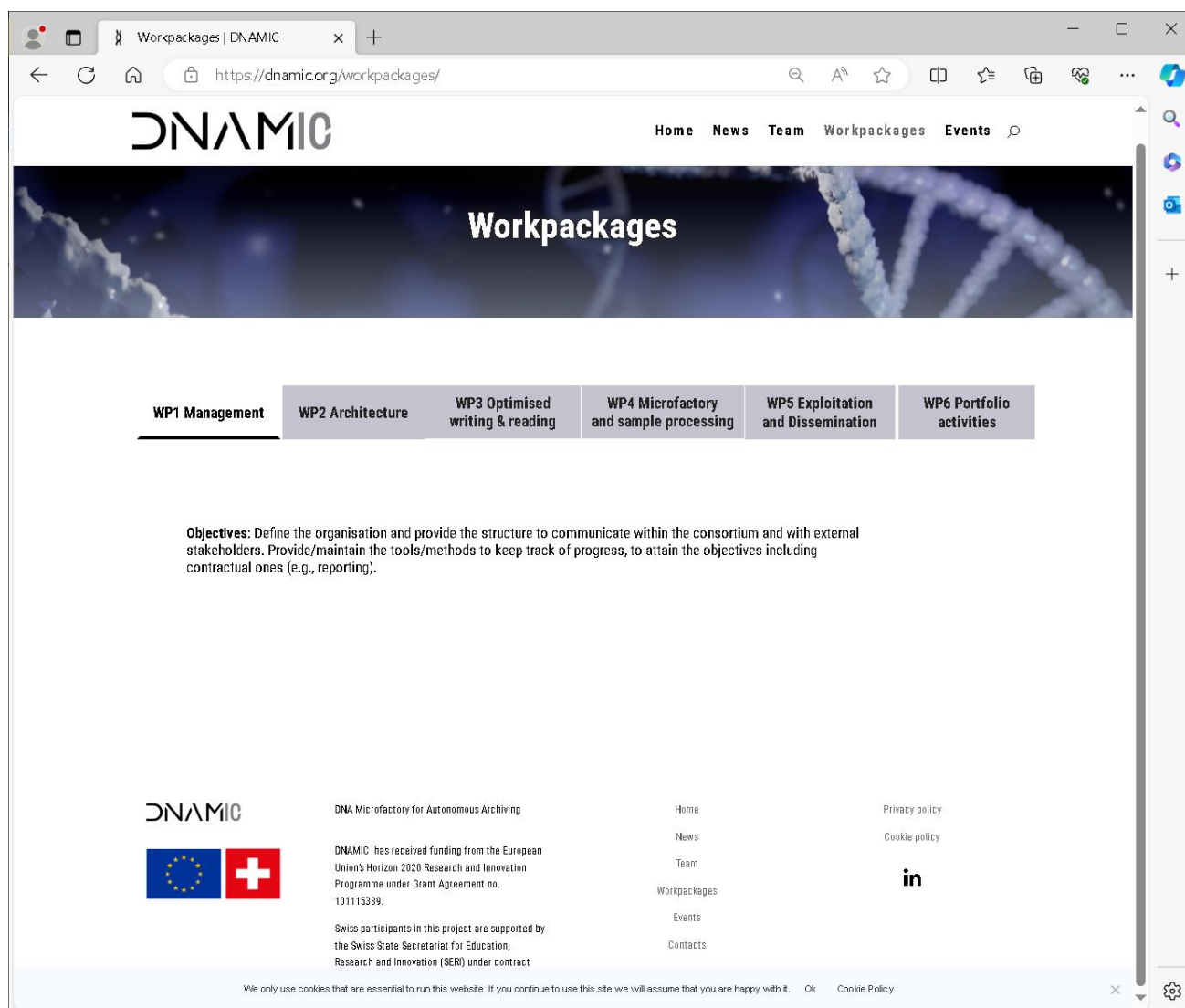
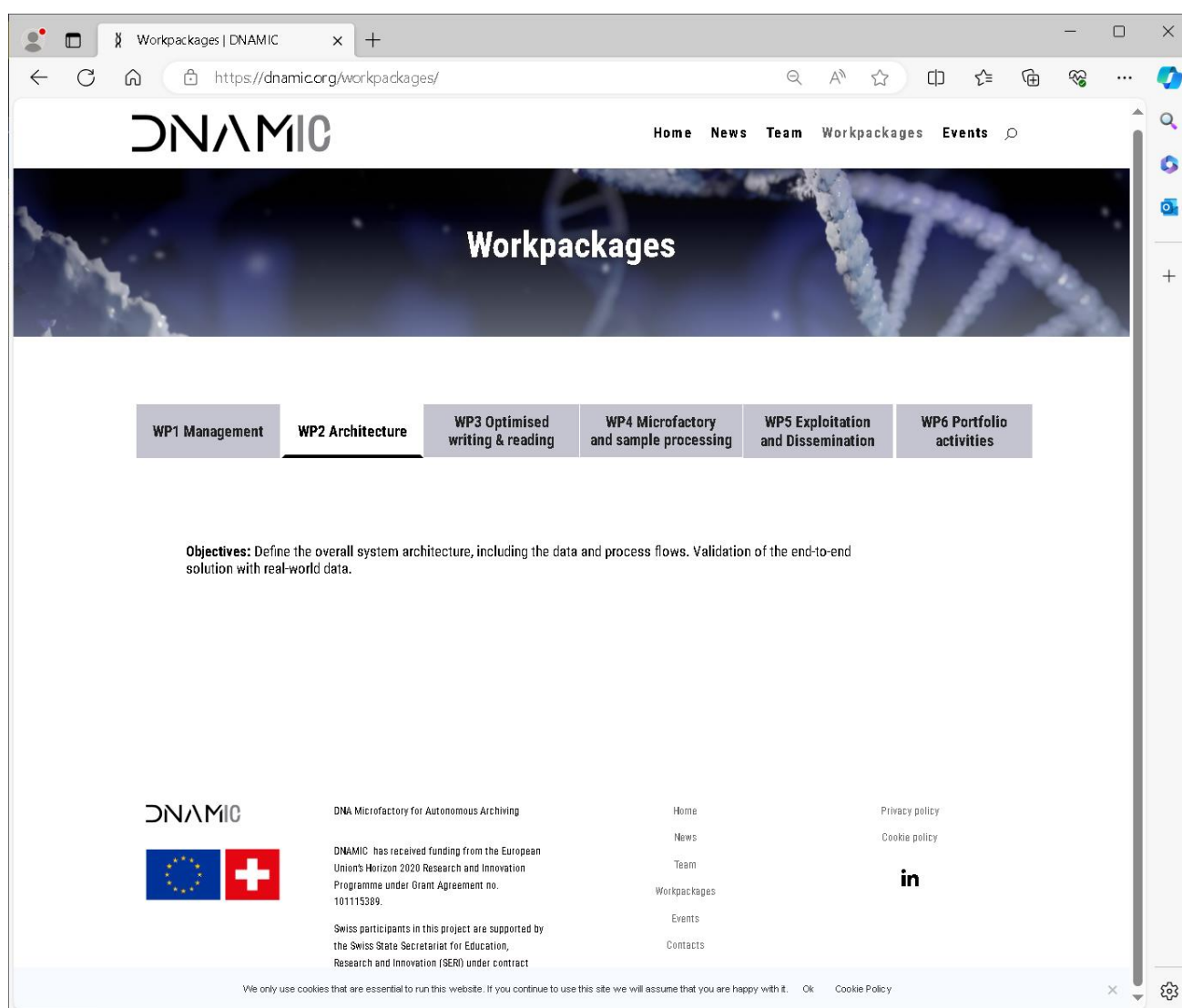


Fig.8.2.7. Menu and submenu selection: “Workpackages”: WP1 MANAGEMENT

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The screenshot shows a web browser displaying the DNAMIC website. The address bar shows the URL <https://dnamic.org/workpackages/>. The website has a navigation bar with links: Home, News, Team, Workpackages, and Events. The 'Workpackages' link is highlighted. Below the navigation bar, there is a large banner with the word 'Workpackages' and a background image of a DNA double helix. Underneath the banner, there is a horizontal menu with six items: WP1 Management, WP2 Architecture, WP3 Optimised writing & reading, WP4 Microfactory and sample processing, WP5 Exploitation and Dissemination, and WP6 Portfolio activities. The 'WP2 Architecture' item is selected and highlighted. Below this menu, there is a section titled 'Objectives:' with the text: 'Define the overall system architecture, including the data and process flows. Validation of the end-to-end solution with real-world data.' At the bottom of the page, there is a footer with the DNAMIC logo, the European Union flag, the Swiss flag, and text about funding from the European Union's Horizon 2020 Research and Innovation Programme. There are also links to Privacy policy and Cookie policy, and a social media icon for LinkedIn.

Fig.8.2.8. Menu and submenu selection: “Workpackages”: WP2 ARCHITECTURE

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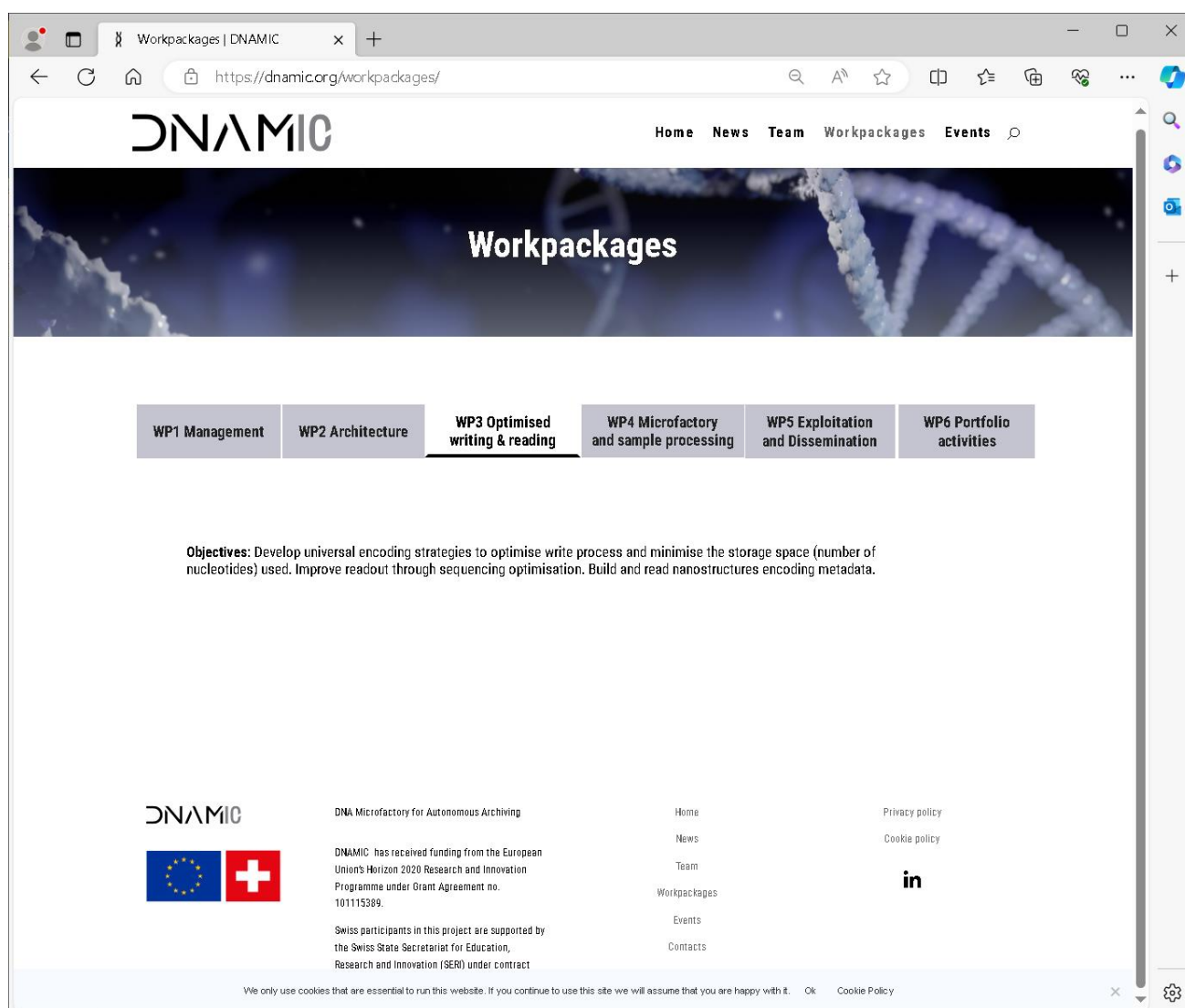


Fig.8.2.9. Menu and submenu selection: “Workpackages”: WP3 OPTIMISED WRITING & READING

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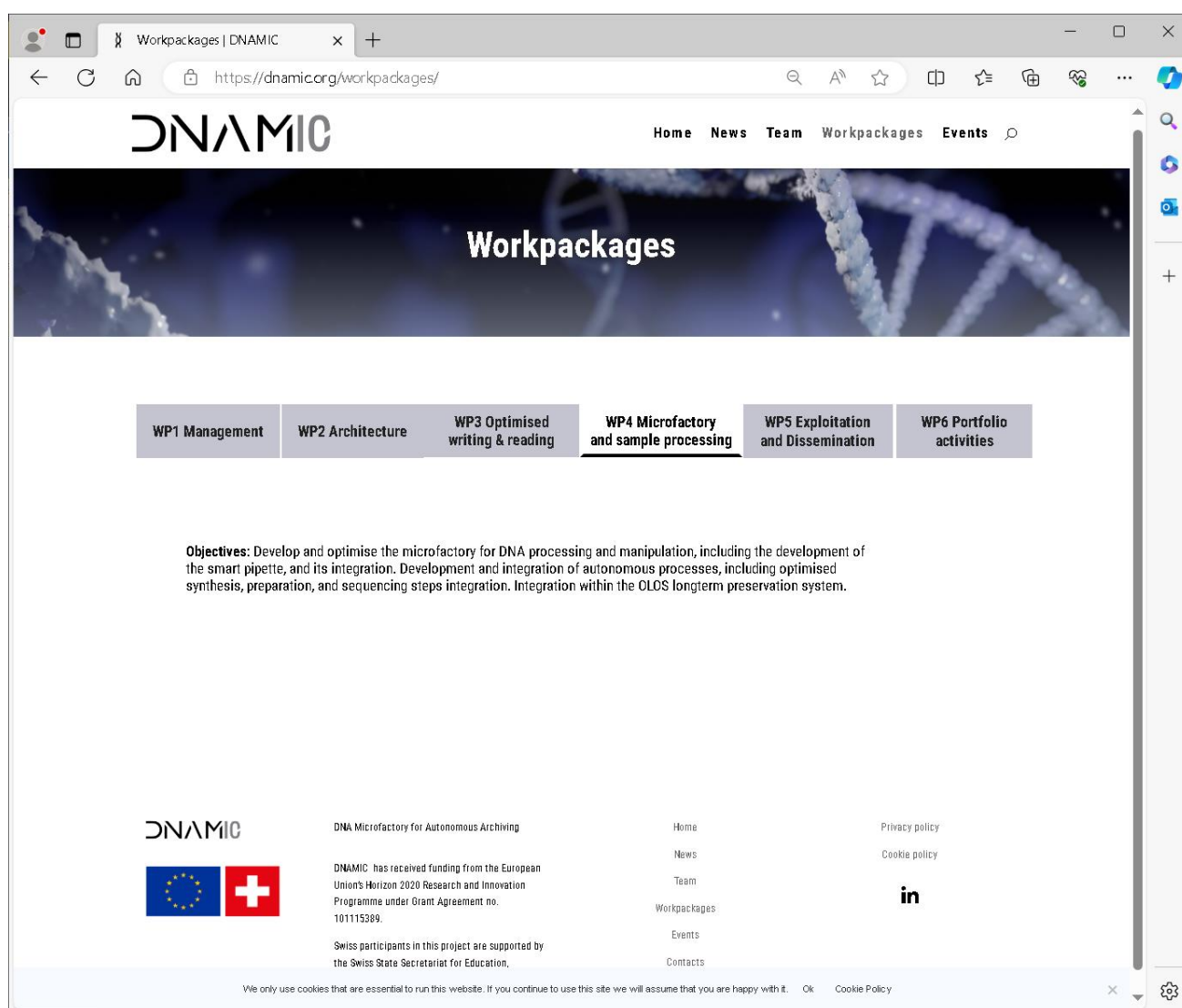
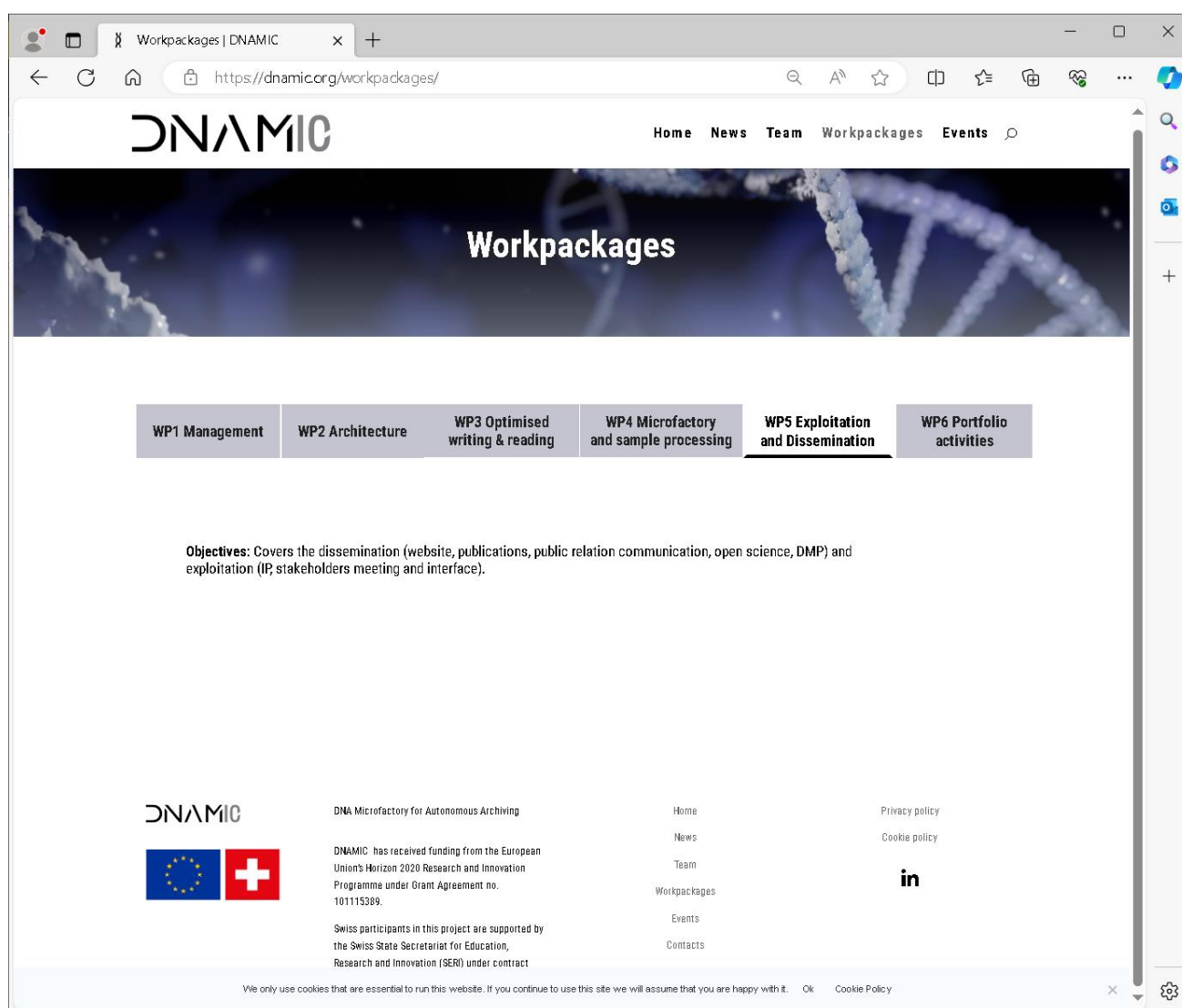


Fig.8.2.10. Menu and submenu selection: “Workpackages”: WP4 MICROFACTORY AND SAMPLE PROCESSING

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The screenshot shows a web browser displaying the DNAMIC website. The address bar shows the URL <https://dnamic.org/workpackages/>. The website has a navigation bar with links: Home, News, Team, Workpackages, and Events. The main header features the DNAMIC logo and the word "Workpackages" in large white text over a background image of a DNA double helix. Below the header, there is a horizontal menu with six subpages: WP1 Management, WP2 Architecture, WP3 Optimised writing & reading, WP4 Microfactory and sample processing, WP5 Exploitation and Dissemination (which is highlighted with a red underline), and WP6 Portfolio activities. Under the WP5 subpage, the "Objectives" are listed: "Covers the dissemination (website, publications, public relation communication, open science, DMP) and exploitation (IP, stakeholders meeting and interface).". The footer contains the DNAMIC logo, the European Union and Swiss flags, a paragraph about funding from the European Union's Horizon 2020 and the Swiss State Secretariat for Education, Research and Innovation (SERI), and a list of links: Home, News, Team, Workpackages, Events, and Contacts. There are also links for Privacy policy and Cookie policy, and an "in" logo. A cookie notice at the bottom states: "We only use cookies that are essential to run this website. If you continue to use this site we will assume that you are happy with it. Ok Cookie Policy".

Fig.8.2.11. Menu and submenu selection: “Workpackages”: WP5 EXPLOITATION AND DISSEMINATION

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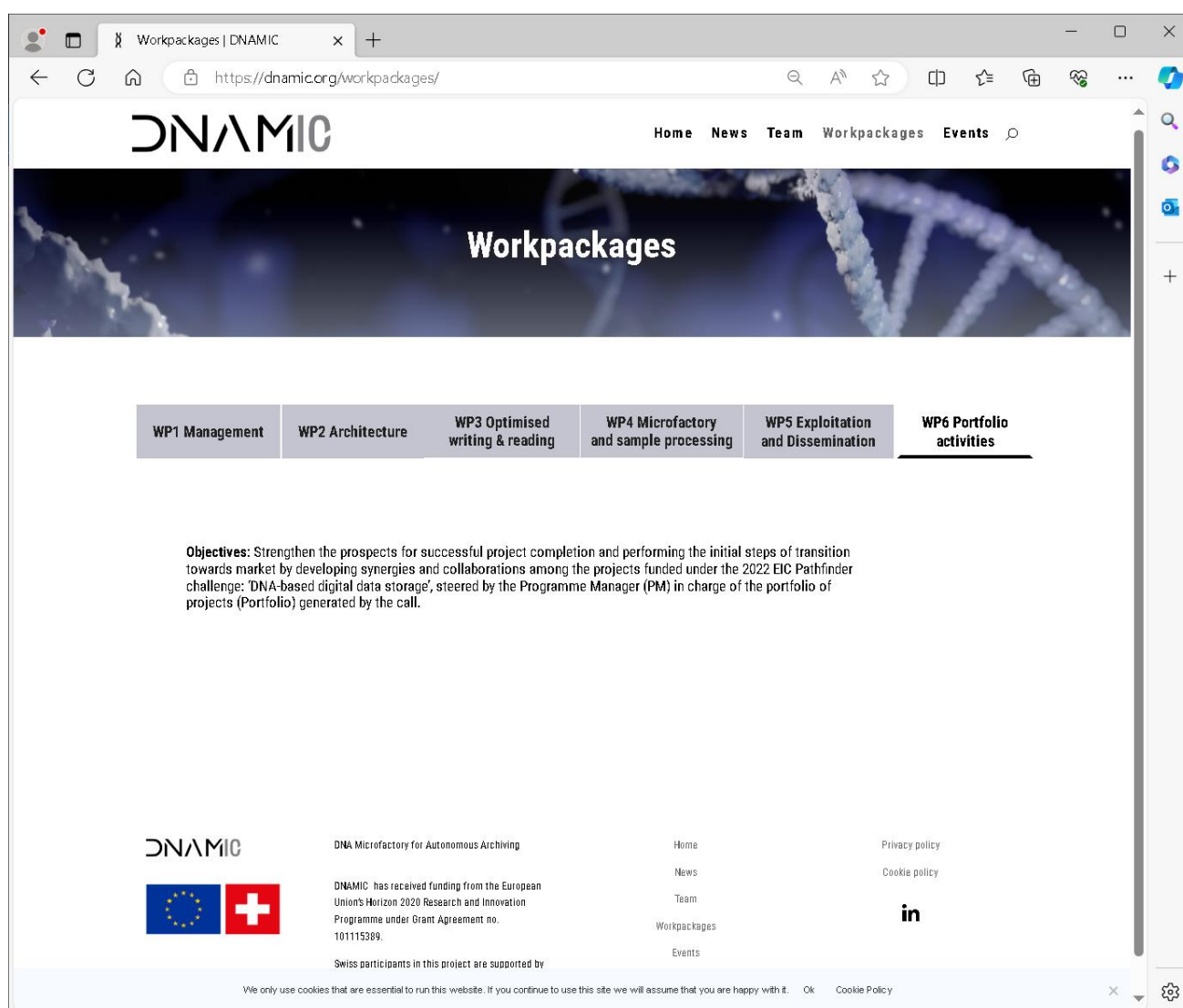
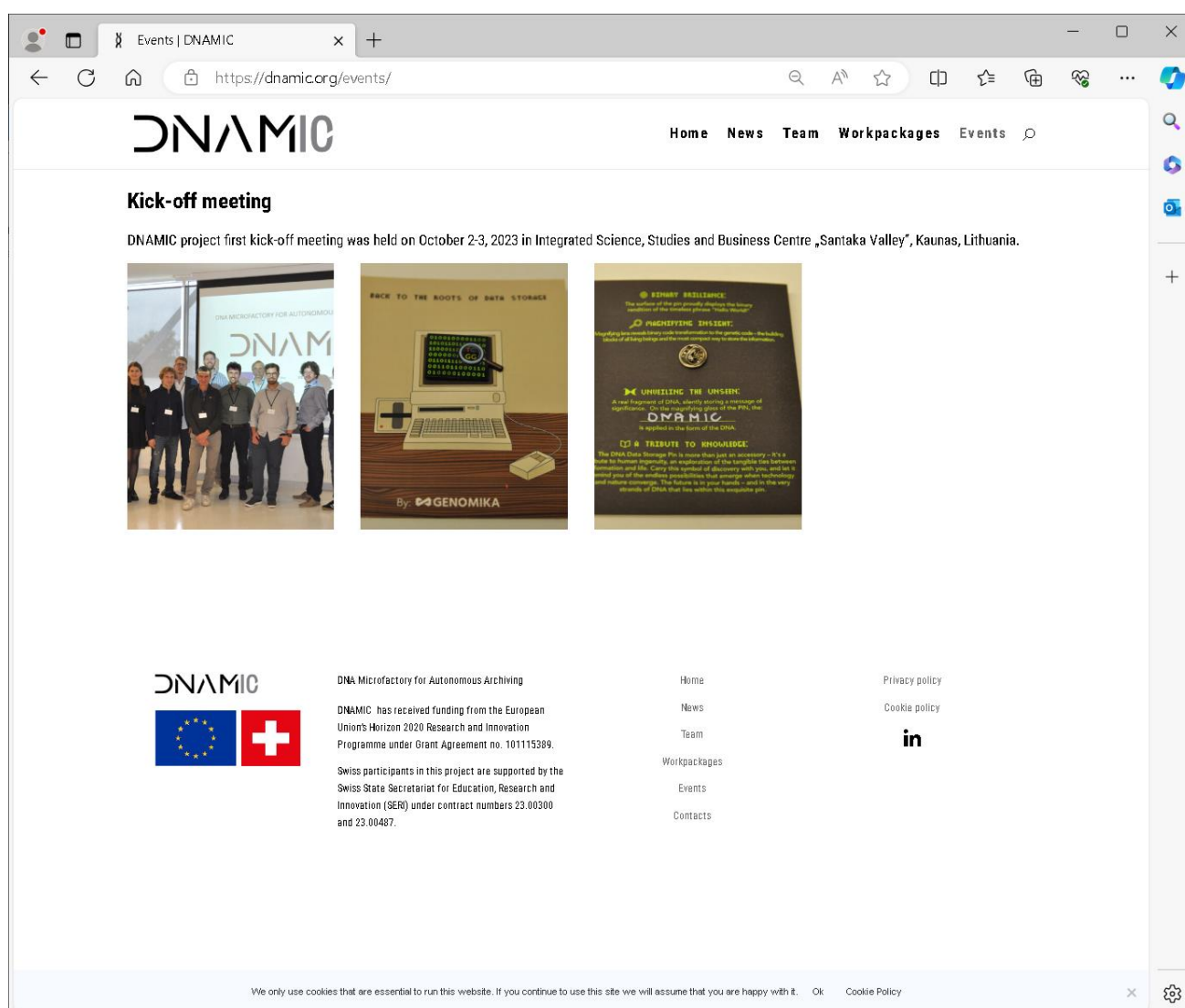


Fig.8.2.12. Menu and submenu selection: “Workpackages”: WP6 PORTFOLIO ACTIVITIES

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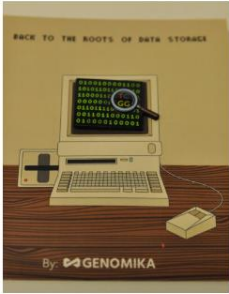
Events | DNAMIC

<https://dnamic.org/events/>

DNAMIC Home News Team Workpackages Events

Kick-off meeting

DNAMIC project first kick-off meeting was held on October 2-3, 2023 in Integrated Science, Studies and Business Centre „Santaka Valley“, Kaunas, Lithuania.


DNAMIC

DNA Microfactory for Autonomous Archiving

DNAMIC has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement no. 101115389.

Swiss participants in this project are supported by the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract numbers 23.00300 and 23.00487.

Home
News
Team
Workpackages
Events
Contacts

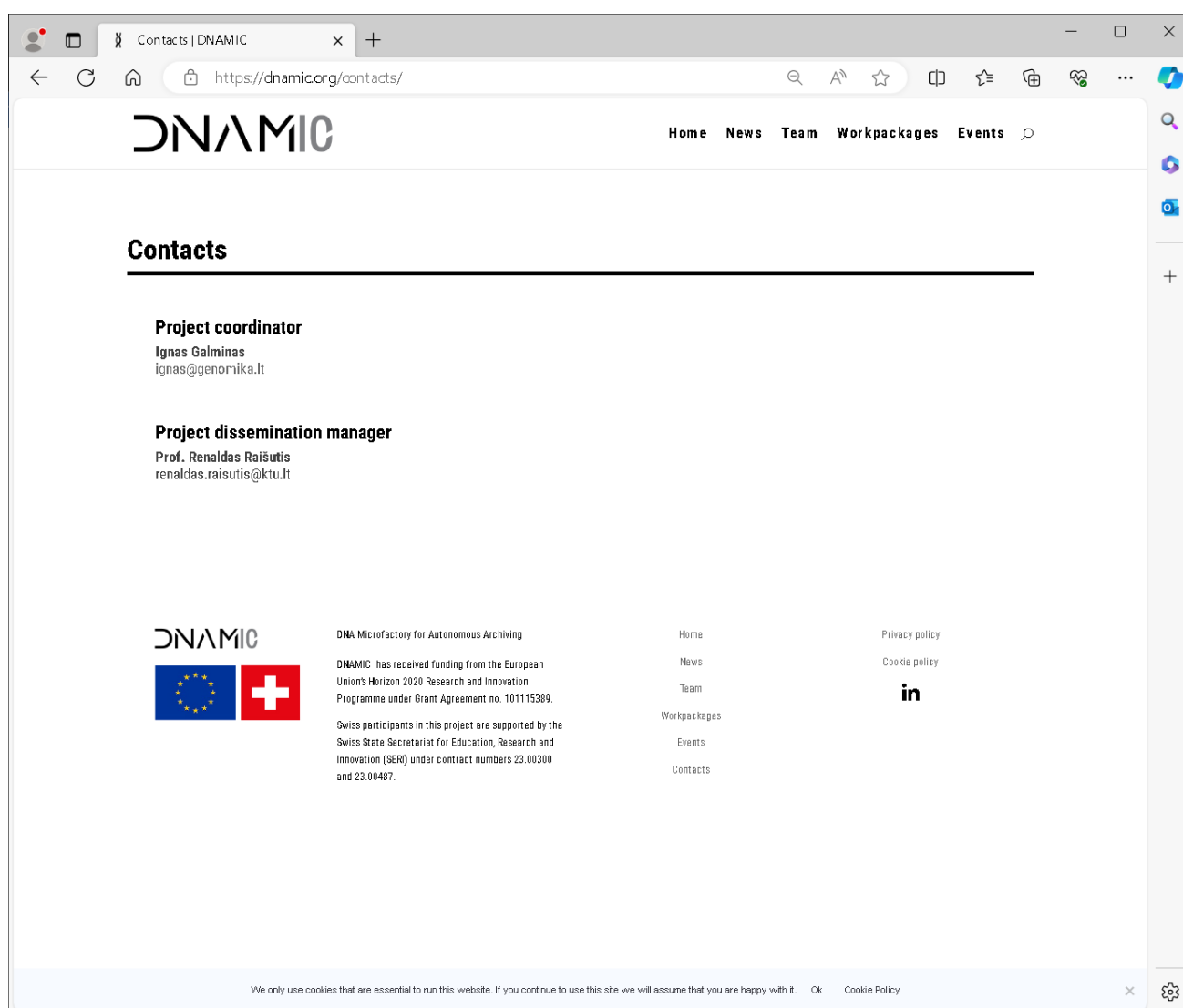
Privacy policy
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in

We only use cookies that are essential to run this website. If you continue to use this site we will assume that you are happy with it. [Ok](#) [Cookie Policy](#)

Fig.8.2.13. Menu selection: “Events”

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The screenshot displays the 'Contacts' page of the DNAMIC website. The page features a navigation bar with links to Home, News, Team, Workpackages, and Events. The main content area lists the Project coordinator, Ignas Galminas, and the Project dissemination manager, Prof. Renaldas Raišutis. The footer includes logos for the European Union and Switzerland, project details, and a cookie policy notice.

DNAMIC Home News Team Workpackages Events

Contacts

Project coordinator
Ignas Galminas
ignas@genomika.lt

Project dissemination manager
Prof. Renaldas Raišutis
renaldas.raisutis@ktu.lt

DNAMIC DNA Microfactory for Autonomous Archiving

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Fig.8.2.14. Submenu selection: “Contacts”

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8.3 Annex 3: DNAMIC educational “YouTube” video

An explanatory video has been produced to explain the concepts of DNA data storage and to present the aim of the project to a wider audience (duration 3 minutes and 10 seconds). The DNAMIC video has been produced in EN and FR. It is available in mp4 video format and as a YouTube version (Fig. 8.3.1).

DNAMIC FR SUBTITLES (YOUTUBE):

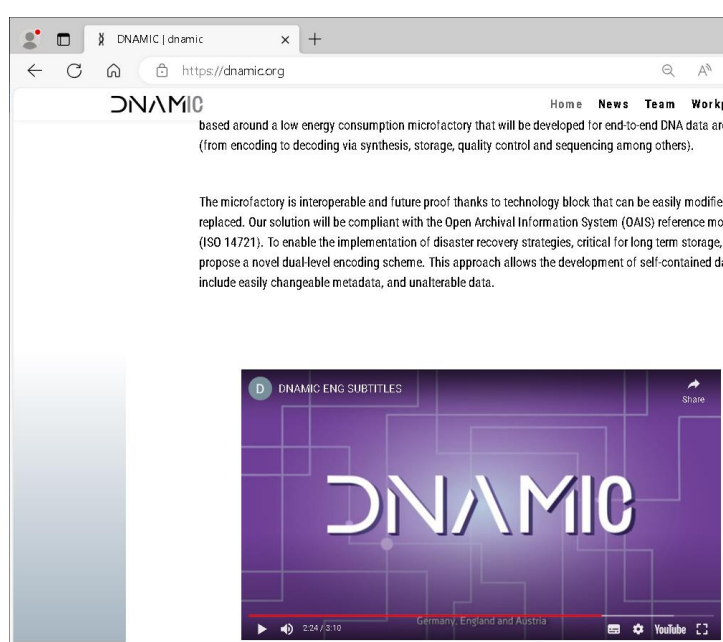
<https://www.youtube.com/watch?v=Z2P5xT8j0mQ>

DNAMIC ENG SUBTITLES (YOUTUBE):

<https://www.youtube.com/watch?v=LlaZK5UT7Js>

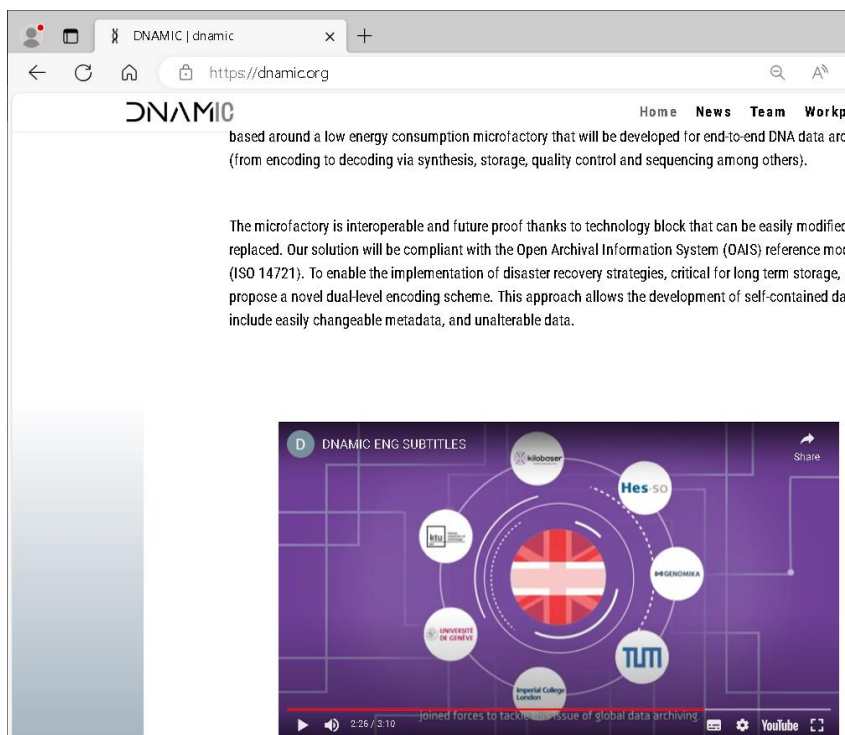
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DNAMIC YOUTUBE VIDEO link was embedded in the website and different time frames of the project idea demonstrating video in "YouTube" are presented in Fig.8.3.1.



a

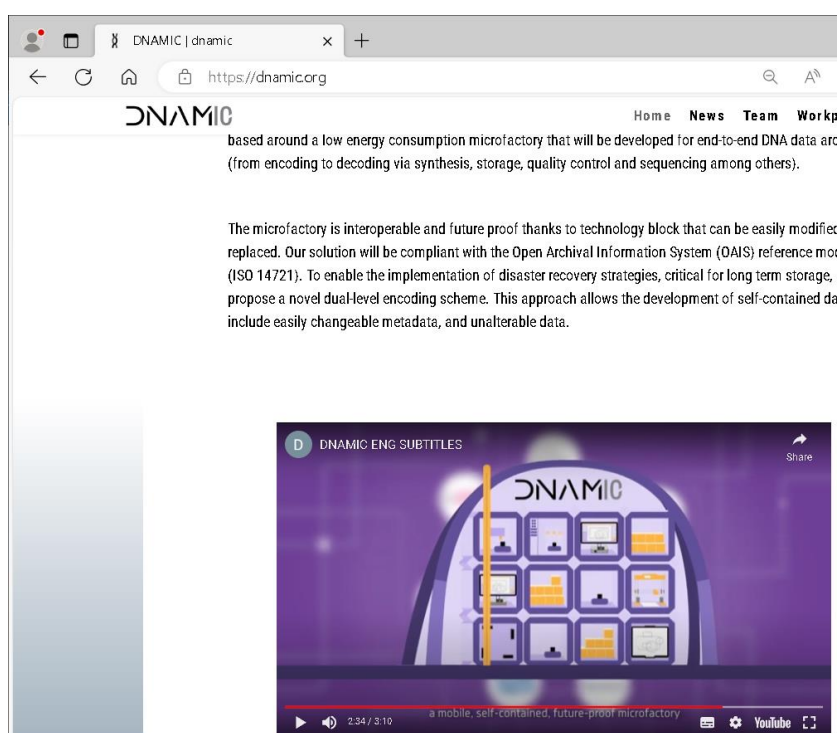
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The screenshot shows the DNAMIC website at <https://dnamic.org>. The website features a navigation bar with links to Home, News, Team, and Workp. The main content area includes a paragraph about the project's focus on a low energy consumption microfactory for end-to-end DNA data archiving, and another paragraph detailing the project's interoperability and future-proofing through compliance with the Open Archival Information System (OAIS) reference model (ISO 14721). Below the text is a video player showing a presentation slide titled "DNAMIC ENG SUBTITLES". The slide features a central graphic with a red and white Union Jack flag, surrounded by logos of partner institutions: kilobase, Hes-SO, BRGEMMILA, TUM, Imperial College London, and UNIVERSITE DE GENÈVE. The video player interface includes a play button, a progress bar at 2:26 / 3:10, and a subtitle track.

b

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C

Fig.8.3.1. Different time frames of the project idea demonstrating video in “YouTube”

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8.4 Annex 4: Information wall („DNA data storage“ lab No.333 at KTU “Santaka Valley”)

An information wall with examples of information storage technologies has been created to illustrate the time-based evolution of information storage technologies and the need to develop new, higher-density information storage devices (Fig. 8.4.1). The information wall is located in the "DNA data storage" laboratory No. 333 in the KTU "Santaka Valley" building.



Fig.8.4.1. The information wall with examples of technologies for the storage of information and data

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8.5 Annex 5: Unique badge-pin with „DNA data storage“ symbols

The unique badges-pins with „DNA data storage“ symbols have been created, manufactured (Fig.8.5.1) and are being distributed to important contacts and potential partners. The visual information consists of a binary code (0/1), ATGC molecules (nucleotides), which forms the strands of DNA. The magnifying glass of the pin consists of the the polymer with synthetic DNA fragment encoded with information (word “DNAMIC”).

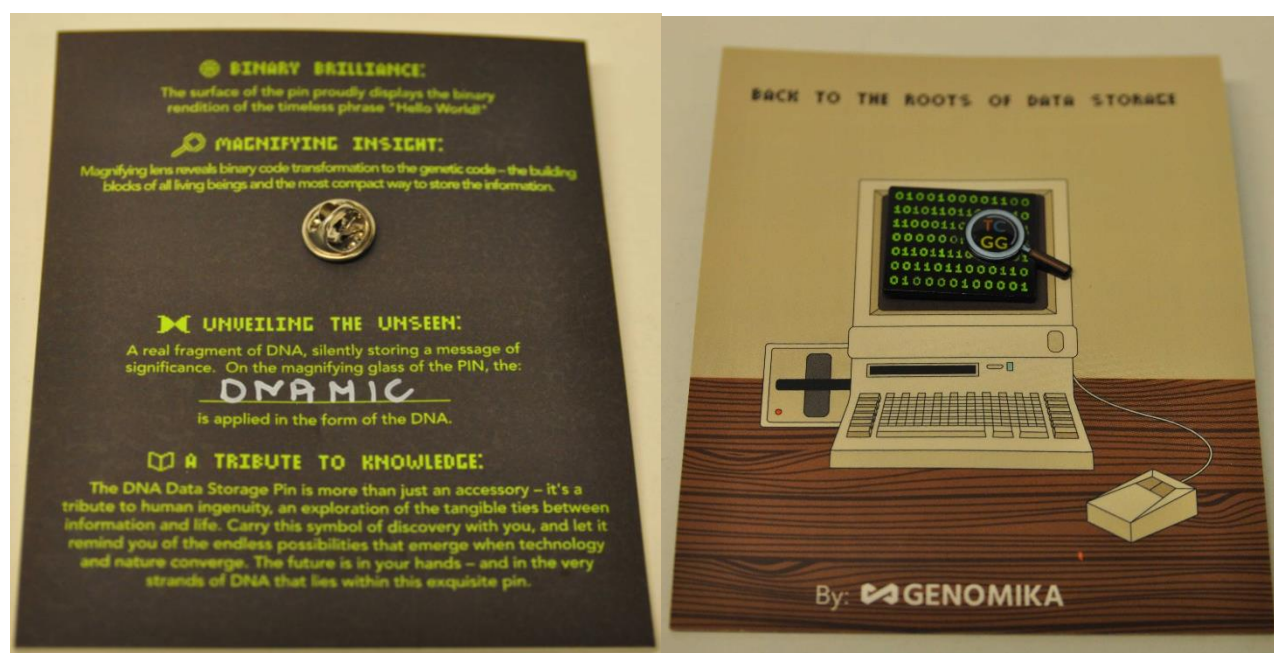


Fig.8.5.1. The unique badges-pins with „DNA data storage“ symbols and with synthetic DNA fragment

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8.6 Annex 6: Press releases and events

8.6.1 Visits and events:

Visit of vice-minister of Ministry of the Economy and Innovation to the KTU “Santaka Valley” (presenters „Genomika” (Lukas Žemaitis, Ignas Galminas) and KTU (prof. dr. Renaldas Raišutis)), Fig.8.6.1.

Photos of the visit to KTU “Santaka Valley” and “DNA data storage laboratory”.



Fig.8.6.1. Photos of the visit to KTU “Santaka Valley” and “DNA data storage laboratory”

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„Genomika“ (Ignas Galminas, Lukas Žemaitis) participated in innovation, investment and start-up events (Fig.8.6.2.).



Fig.8.6.2. Photos from the innovation, investment and start-up events

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Visit of students of 3rd course to "DNA data storage laboratory" ("Genomika" presenters Ignas Galminas, Lukas Žemaitis), photos of the visit are presented in Fig. 8.6.3.

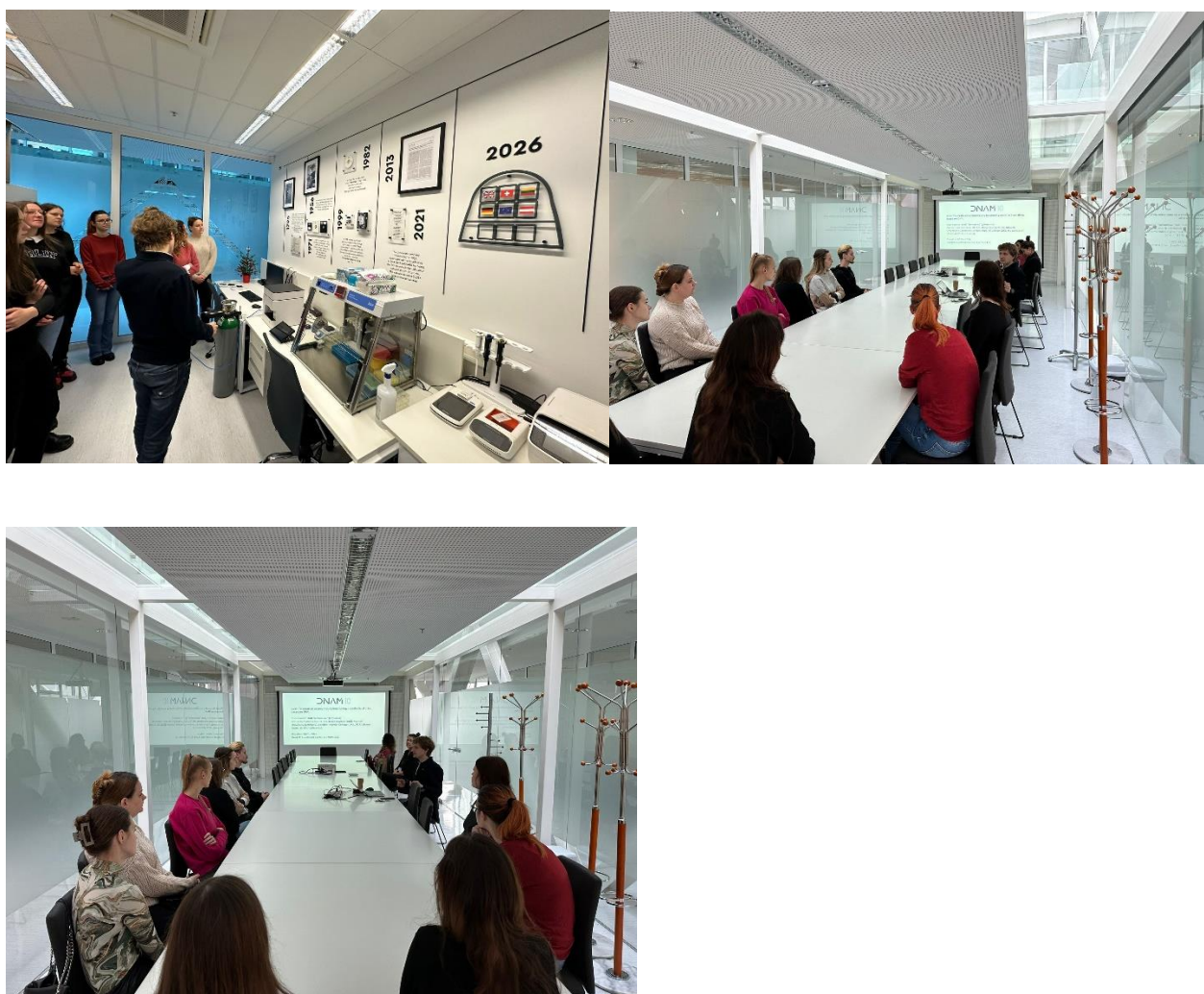


Fig.8.6.3. Photos of the visit

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Photo of the project Consortium members visit to MiLL (St-Imier), during 6 months project meeting in Switzerland (February 2024) is presented in Fig.8.6.4.



Fig.8.6.4. Photo of the project Consortium members visit to MiLL (St-Imier), during 6 months project meeting in Switzerland (February 2024)

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8.6.2 Press releases and articles

Link of general project information about activities implemented in Kaunas University of Technology:

<https://en.ktu.edu/projects/dna-microfactory-for-autonomous-archiving-dnamic/>

Link of the public article in the on-line newspaper (August 2023):

<https://lithuania.lt/news/business-and-innovations-in-lithuania/genomika-secures-e5-million-investment-from-eu-switzerland-and-uk-to-revolutionize-genetics/>

Links of the public articles in the website of Tech-Park Kaunas (July-August 2023):

<https://www.techpark.lt/europa-pasirinko-lietuvius-vystyti-prioritetine-zemyno-mokslines-krypti>

<https://www.techpark.lt/europe-chooses-lithuanians-to-develop-the-continent-top-scientific-priority>

<https://www.15min.lt/verslas/naujiena/mokslas-it/europa-pasirinko-lietuvius-vystyti-prioritetine-zemyno-mokslines-krypti-1290-2088240>

<https://www.ice.it/it/news/notizie-dal-mondo/248899>

Lithuanian Science Forum (20.10.2023):

<https://www.delfi.lt/mokslas/mokslas/mokslo-forume-vilniuje-aptartos-drasios-idejos-uzsidegimas-galimeti-sekme-tarptautineje-erdveje-94854423>

Lithuanian NCP website (September 2023):

<https://europashorizontas.lt/uab-genomika-kelias-i-inovaciju-virsunes-su-eic-pathfinder/>

Lithuanian Research Council website (October 2023):

<https://www.lmt.lt/lt/doclib/6vfkgbhi0vdsuepg9kq9jkq1vc3ch2xj>

<https://sc.bns.lt/view/item/471395>

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On-line newspaper related to start-up companies (August 2023):

<https://arcticstartup.com/genomika-raises-e5m/>

<https://tech.eu/2023/08/04/eic-genomika-5m-lithuanian-start-up/>

Lithuanian Innovation Agency e- article (February 2024):

<https://www.delfi.lt/uzsakomasis-turinys/inovacijos-versle/tarp-pasaulio-biotechnologiju-srities-lyderiu-ir-lietuvos-startuolis-genomika-95928311>

Table 8.6.1. Dissemination activities that resulted from the joint HES-SO/UNIGE press conference on 19.10.2023

Medium	Name	Date
Magazine	Revue FH	16.11.2023
Website	RFJ-RJB-RTN	19.10.2023
Newspaper	Journal du Jura	20.10.2023
Newspaper	Quotidien Jurassien	20.10.2023
Website	ictjournal.ch	20.10.2023
Newspaper	Le Temps	23.10.2023
Newspaper	ArcInfo	20.10.2023
Magazine	Entreprise Romande	03.11.2023
Newspaper	La Liberté	03.11.2023
Radio	RFJ-RJB-RTN	20.10.2023
Radio/TV	RTS	30.10.2023
TV	Telebilingue	20.10.2023

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TV	Cana Alpha	20.10.2023
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Copy of the articles/movies/clips available on request.

Digital Media, e-news of HES-SO/UNIGE (January 2024):

Swiss Universities to bring DNA data storage out of the lab | GGBa (Fig.8.6.5)

<https://ggba.swiss/en/western-switzerland-universities-to-bring-dna-data-storage-out-of-the-lab/>

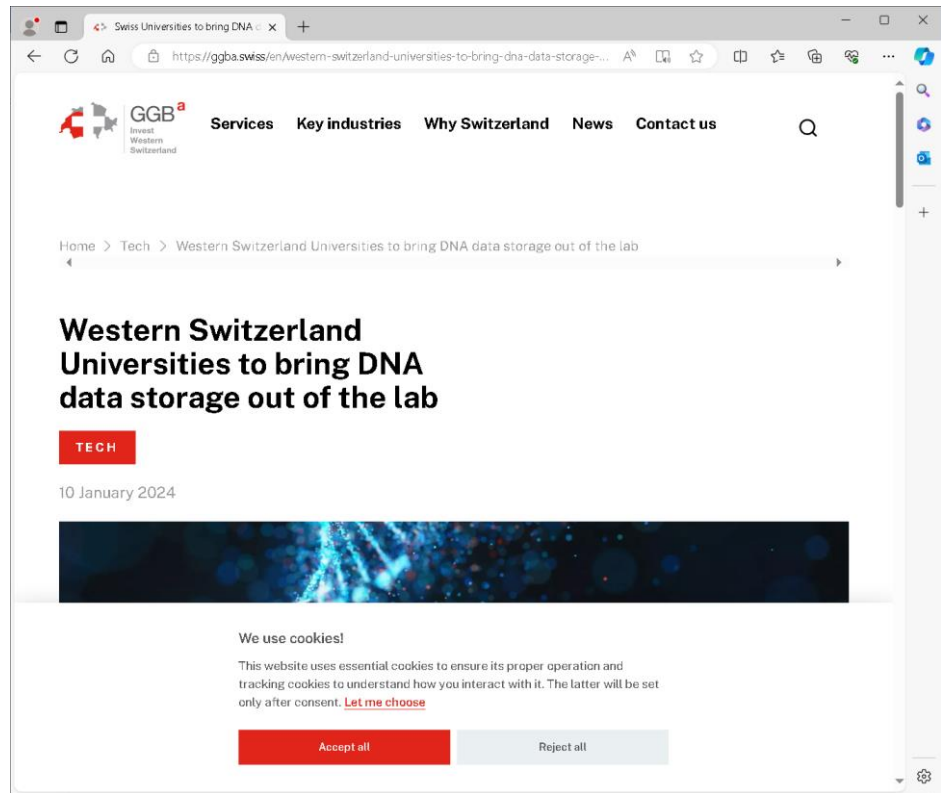


Fig.8.6.5. The screenshot of the e-article content

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Video Interview HES-SO, ARCOSPHERE | Le projet DNAMIC et le stockage des données (Fig.8.6.6.) :

<https://www.youtube.com/watch?v=ROLoH-mgDU8>

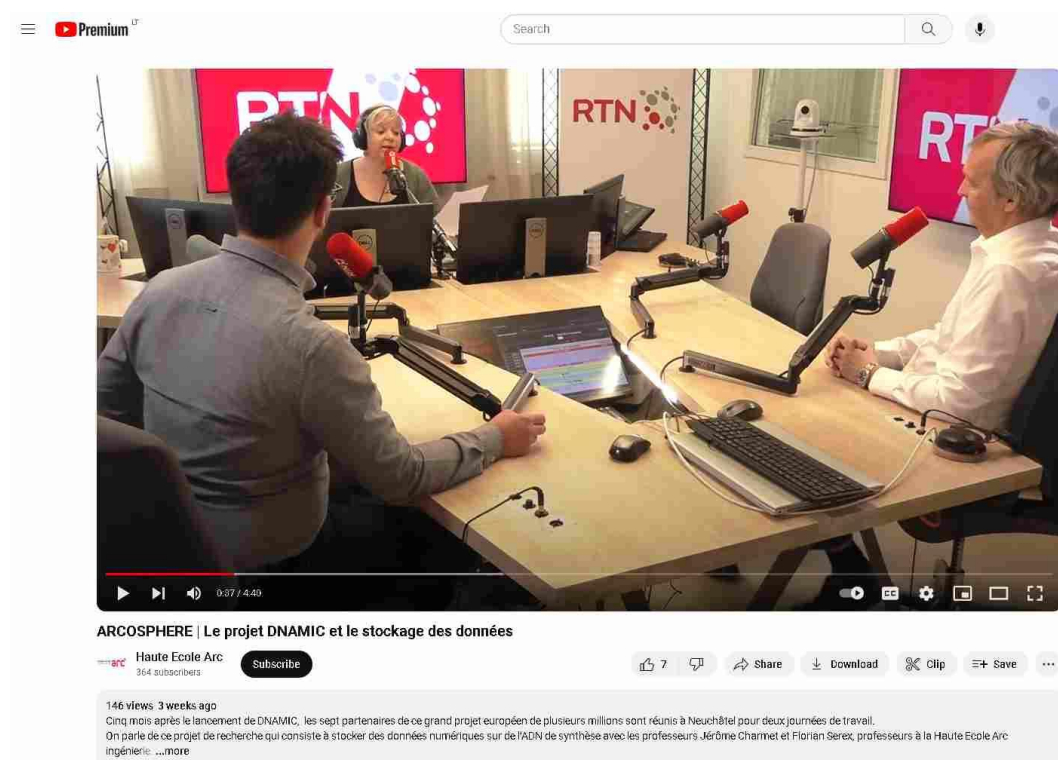


Fig.8.6.6. The screenshot of the video interview

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Information about the was presented in LinkedIn by HES-SO (Fig.8.6.7) and “Genomika” (Fig.8.6.8).

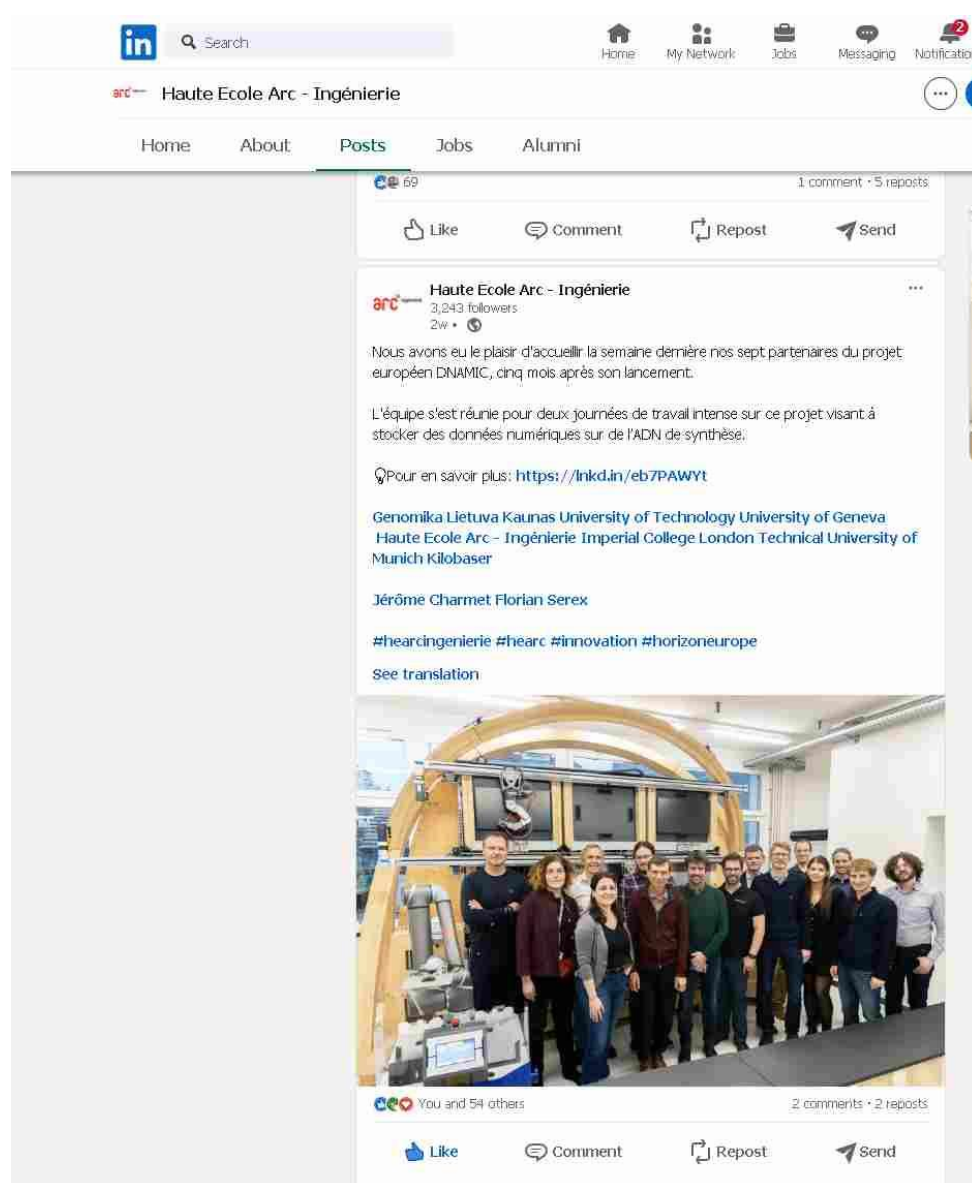


Fig.8.6.7. Information about the project 6 months meeting in Switzerland presented in “Linked In” by HES-SO

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  My Network
  Jobs
  Messaging
  Nc


Ignas Galminas
 Genetics Expert | Clinical Research Professional | Start-up Founder | Life Sciences Innovator | PhD Candidate

Projects



Oct 2023 - Present

 Associated with Genomika Lietuva

DNAMIC is an international consortium project, proudly supported by the EIC Pathfinder Programme. Our mission is to revolutionize data storage by harnessing the incredible potential of DNA.

-  An International Endeavor: DNAMIC unites leading institutions from five countries. Our consortium is driven by a shared vision of transforming data storage into an eco-friendly, high-density, and long-term archival solution.
-  Fueled by EIC Pathfinder: DNAMIC has received strategic backing from the European Innovation Council's prestigious PATHFINDER Programme. This support empowers us to explore innovative avenues in data archiving.
-  Redesigning Data Storage: We're at the forefront of developing a low-energy microfactory that will encode, store, and decode data within DNA. Our solution will adhere to the Open Archival Information System (OAIS) model, ensuring longevity and interoperability.
-  Sustainable Data for Tomorrow: DNAMIC's approach ensures data reliability and the capability for disaster recovery, crucial for long-term storage. By adopting a dual-level encoding scheme, we create self-contained data with adaptable metadata and immutable core information.
-  Discover More: For further insights into DNAMIC's transformative journey, we welcome you to explore our project's focal point at dnamic.org. Join us in pioneering sustainable, long-lasting data storage solutions. DNAMIC: Shaping the Future of Data Archival.    #DNAMICProject #DataArchival #EICPathfinder

Skills: Dna data storage · Project Coordination · International Project Management · DNA Sequencing

Fig.8.6.8. Information about the project presented in “LinkedIn” by project coordinator Ignas Galminas (“Genomika”)