D15.1: Update of the Dissemination and Communication Strategy and Plan

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* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc.

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

This deliverable presents the updated Dissemination and Communication Strategy for QPIC1550 for the second reporting period (M25–M48). It builds on the previous deliverables - the foundations established in D14.1 and the insights gathered in D14.3 -, reaffirming that the strategic direction defined at the start of the project remains valid and continues to guide communication and outreach activities. The first 24 months successfully established the project's visibility, strengthened its stakeholder community, and disseminated early results across scientific, industrial, and policy-oriented audiences.

As QPIC1550 enters its second half, the communication and dissemination needs evolve in line with the project's technical progress. After two years of research, the consortium is producing tangible outcomes that call for more targeted, evidence-based messaging. The updated strategy therefore shifts emphasis toward showcasing concrete technological achievements, supporting adoption pathways, and reinforcing engagement with end-users, policymakers, standardisation bodies, and the broader quantum ecosystem.

While the overall approach remains consistent with the initial plan, several adjustments were introduced to improve effectiveness. These adaptations are in line with the original strategy without altering its core trajectory.

The updated plan ensures that dissemination and communication activities for M25–M48 are coherent, impact-driven, and aligned with the project's maturing results. It positions QPIC1550 to maximise visibility, foster adoption, and contribute meaningfully to Europe's quantum technology landscape.

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TABLE OF CONTENTS

DISCLAIMER **2**
Copyright notice 2
EXECUTIVE SUMMARY **3**
TABLE OF CONTENTS **4**
LIST OF FIGURES **5**
LIST OF TABLES **6**
1 INTRODUCTION **7**
1.1 Purpose of the document 7
1.2 Structure of the document 7
2 DISSEMINATION AND COMMUNICATION STRATEGY **8**
2.1 Objectives 8
2.2 Dissemination and Communication Phases 9
2.3 QPIC1550 Unique Selling Points 10
2.4 Audiences 11
3 USE OF DISSEMINATION AND COMMUNICATION TOOLS IN THE UPDATED STRATEGY **13**
3.1 Website 13
3.2 Social media 13
3.3 Newsletters 13
3.4 Press releases 14
3.5 Videos 14
3.6 Events and demonstrations 14
3.7 Publications 15
3.8 Collaborations and synergies 15
3.9 Promotional materials 15
4 IMPACT ASSESSMENTS **16**
4.1 Qualitative indicators 16
4.2 Deviations and expected improvements 17
4.2.1 Social media 17
4.2.2 Press outreach 18
4.2.3 Newsletter frequency 18
5 CONCLUSION **19**

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LIST OF FIGURES

FIGURE 1 - THE QPIC1550 DISSEMINATION AND COMMUNICATION PHASES.....9

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LIST OF TABLES

TABLE 1 - TARGET AUDIENCES IDENTIFIED FOR QPIC1550 11
TABLE 2 - PROGRESS TRACKING AGAINST KPIS 16

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1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

QPIC1550's dissemination and communication activities aim to maximise visibility, uptake, and long-term impact of the project's results. The strategy (D14.1) defined the channels and objectives, while D14.3 assessed their implementation for M1–M24.

This deliverable, D15.1 – First Dissemination and Communication Report (P1), presents an updated version of the dissemination and communication strategy, along with the associated actions that will be implemented during the second project reporting period (M25-M48). The document also provides an overview of the actions implemented during the first project reporting period (M01-M24) and outlines potential variations against the initial version of the dissemination and communication plan.

As the project enters its second half, its communication needs evolve accordingly. The consortium has now produced some tangible results that require a more targeted dissemination. While the initial strategy as defined in D14.1 remains the strategy blueprint and the roadmap for the months to come, this updated strategy provides a more nuanced framework for M25–M48, ensuring communication remains coherent, evidence-based, and aligned with the project's technical trajectory.

This document builds indeed on the findings from the deliverables D14.1 and D14.3. While separated in two work packages, the QPIC1550 dissemination and communication activities follow a similar strategy from one work package to another. The first 24 months of the project were dedicated to establishing the communication baseline and creating awareness around the project objectives and scope, as well as building a community of key stakeholders and sharing the initial results of the project. Work package 15 will maintain the same scope of activities and will engage in a new phase that can be summarised as: global outreach and sustainable impact.

1.2 STRUCTURE OF THE DOCUMENT

This deliverable is organised into the following main sections:

Section 1 (Introduction) outlines the purpose of the report and its alignment with the dissemination and communication strategy, and the project objectives.

Section 2 (Dissemination and Communication Strategy) summarises the project's dissemination and promotion strategy, including the set objectives and their implementation phases.

Section 3 (Use of Dissemination and Communication Tools in the Updated Strategy) lists the dissemination and communication tools used during the first half of the project and explains how they will be strategically leveraged for the second part of the project.

Section 4 (Impact Assessment) outlines the indicators for measuring the impact of the project's dissemination and communication efforts.

Section 5 concludes the document with a summary of the strategic approach and expected outcomes, highlighting the main deviations, if any.

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2 DISSEMINATION AND COMMUNICATION STRATEGY

2.1 OBJECTIVES

Dissemination, communication, and exploitation activities are crucial for the success of QPIC1550. They are developed and implemented to ensure and maximise the project's impact and the long-term sustainability of its results. Every consortium partner is expected to contribute to this strategy following the path set under the initial strategy document and now its updated version. For this purpose, the consortium is indeed dedicated to maintaining close coordination with the EC and other pivotal initiatives within related domains. In this context, QPIC1550 partners have regularly engaged with major players in the quantum photonic field, including innovators, key stakeholders, standardisation bodies, and relevant technological projects. The goals were to:

- Provide input on the development of QPIC1550 systems.
- Disseminate, share, exchange, and communicate to relevant and targeted communities on how to use, understand, and integrate the project results and associated knowledge.
- Design and implement processes that engage key stakeholders to validate the solution design and functionality.

To reach these three interrelated goals, a series of dedicated outreach and communication activities have been developed, as per a strategic roadmap detailed in the subsequent sections:

- A unique brand identity has been designed, ensuring that QPIC1550 is distinct within the scientific community and industry. Full details on the brand and visual guidelines were provided in the deliverable 14.1.
- Raising awareness to increase the visibility of QPIC1550's innovative results and their potential applications to ensure widespread recognition and adoption within the quantum technology sectors.
- Stakeholder engagement to reach, stimulate, and engage a broad spectrum of relevant stakeholders to ensure that the project's results are effectively showcased, leading to validation, improvement, and potential adoption of the developed technologies.
- Exploitation to promote the adoption of innovative solutions based on the QPIC1550 technologies and concepts, the project supports the long-term impact of its scientific and technological advances.
- Strategic engagement to provide visibility and resonance within the European ecosystem and beyond, fostering significant contributions to quantum technology development and standardisation bodies.
- Community development and knowledge exchange: A critical objective involves expanding the project's community by fostering interactions with other EU-funded initiatives and related projects and facilitating dialogue and knowledge exchange.

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2.2 DISSEMINATION AND COMMUNICATION PHASES

As later detailed in this document, QPIC1550's approach for dissemination and communication comprises digital and offline channels, event participation, collaboration with related research projects and engagement with key stakeholders and EU research initiatives.

This approach (in the figure below) is structured in three phases:

- Phase 1 (M01–08) establishes the foundation by launching the website and social media, creating initial communication materials, and presenting the project's objectives at events and workshops.
- Phase 2 (M09–24) focuses on community building, sharing early results through presentations, videos, newsletters, and demonstrator projects, while strengthening stakeholder engagement via targeted events and collaborations.
- Phase 3 (M25–48) expands to global outreach, publishing scientific outputs, participating in international exhibitions, organising workshops, and hosting a final promotional event to ensure widespread adoption and lasting impact of QPIC1550's technologies.

Figure 1 - The QPIC1550 Dissemination and Communication phases

Such a structure allows the project to build robust foundations from one phase to the next. This document particularly focuses on phase 3. However, some activities like community building or stakeholder engagement activities are not limited to a phase but a continuous effort throughout the whole duration of the project.

More specifically, concerning the second part of the project, the phase 3 under this dissemination and communication strategy, it will focus on supporting the adoption and deployment of QPIC1550's technologies and ensuring a lasting impact beyond the project's duration. In harmony with the exploitation and sustainability plan, it includes:

- the development and distribution of new promotional materials and scientific publications highlighting the project findings.
- regular updates on the QPIC1550 website with open access publications of project results.
- an active participation in selected international events and exhibitions.

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- the organisation of workshops, demos and exploitation activities aimed at maximising project outreach.

- a final promotional event to present the project results to its stakeholders.

The communication and dissemination phases impact the different activities deployed during the course of the project: some tailored messaging around unique selling points from the project have been more prominent than others, some audiences more targeted and leveraged in the first part of the project. The following sections, "QPIC1550 Unique Selling Points" and "Audiences", explain why and how.

2.3 QPIC1550 UNIQUE SELLING POINTS

Quantum photonics is a competitive landscape. Early in the project the consortium has identified innovative aspects of the project which are both a way to distinguish the project from others and a set of key messages, yet continuously updated, to support the communication and dissemination activities. Here are the six unique selling points identified for QPIC1550:

1. **Integrated Single-Photon Capabilities in the C-band.** QPIC1550 pioneers the integration of single-photon generation and detection on a single chip operating in the C-band (1530nm to 1565nm), aligning perfectly with the standard telecom wavelengths. This integration facilitates direct incorporation into existing fiber-optic networks, significantly easing the adoption and implementation of quantum technologies in real-world telecommunications.

2. **Integrated Quantum Computing and Communication Capabilities.** The project's technology is uniquely designed to support both quantum computing and quantum communications, demonstrating dual functionality that enhances its applicability and market potential. This focus allows users to leverage the same device for multiple quantum applications, maximising cost-efficiency and technological utility.

3. **Scalability and High Performance.** The development approach of QPIC1550 focuses on scalability and manufacturability from the outset, intending to transition smoothly from research to pilot line production. The project aligns with existing industry trends in photonic integrated circuit manufacturing, ensuring that the technology can be scaled up for widespread deployment.

4. **Strong Consortium with Industry-Leading Expertise.** The QPIC1550 consortium comprises leading academic institutions and industry partners, including pioneers in the photonic and quantum sectors. This strong partnership ensures that the project is grounded in cutting-edge research while remaining focused on commercialisation and practical application.

5. **Commitment to Open Science and Community Building.** QPIC1550 is dedicated to promoting open science principles. By making research findings and technologies available through open access platforms and engaging with the broader scientific community, the project aims to foster innovation and collaboration in the quantum technology field.

6. **Strategic Advisory Board.** The project benefits from the guidance of an Advisory Board consisting of key experts in the industry, enhancing its strategic direction and ensuring alignment with market needs and technological advancements.

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These USPs have offered a framework for the project messaging in its various communication and dissemination activities. However, if all USPs were used in different communication and dissemination activities, not all USPs have been equally emphasised. As the project is still developing products and services, the focus was often on the expertise from the consortium, present at many of the most relevant events from the field, and the continuous engagement and community building to foster innovation.

During the second phase of the project, along with the products launched by the project, USPs highlighting the intrinsic technological developments of the project are expected to become more repeated and visible.

2.4 AUDIENCES

Because each audience engages with QPIC1550 from a different perspective, the unique selling points serve as the basis for crafting audience-specific messages that highlight the most relevant aspects of the project's work. The overall communication and dissemination strategy is indeed based on a series of key messages tailored for specific audiences and comprehensive and consistent project description. They have been shared through different channels and tools, described in the section 3 of this deliverable.

The set of tailored messages for QPIC1550 developed at the beginning of the project has not been updated and considered still relevant. Nevertheless, based on the results and continuous analysis made throughout the project, these messages are expected to be further refined when deemed necessary.

Table 1 - Target Audiences Identified for QPIC1550

Audiences	Key Messages
End-users (Governments, Military, Financial, Healthcare, Energy, Telecom)	QPIC1550 enhances secure communications through advanced quantum photonic technology, providing high-performance, low-cost, and compact solutions tailored for QKD systems
Academia and Industry	• Join us in pioneering the next generation of quantum technologies with QPIC1550's open platform that promises high scalability and seamless integration into existing industry processes. • QPIC1550 is setting the stage for the Quantum Internet by enabling synchronised quantum nodes across various applications, enhancing security and efficiency in quantum communications. • Explore the forefront of scalable remote quantum computing with QPIC1550's cutting-edge integration techniques, fostering significant advancements in quantum connectivity and processing.
Policymakers	QPIC1550 supports policy development by providing critical insights into the secure, scalable implementation of quantum technologies across Europe and beyond.

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Standardisation Bodies	Contribute to shaping the future standards of quantum technologies with QPIC1550's innovations in quantum photonic integration and single-photon capabilities.
Related Projects and Initiatives	Enhance collaborative efforts in quantum technologies through QPIC1550's strategic partnerships with key EU initiatives and projects, driving collective progress and innovation.
General Public and Media	Discover how QPIC1550 is revolutionising quantum technology, making advanced quantum communication and computing accessible and secure for everyone.

As the goal of the phase 3 of this strategy is to lay out the path towards widespread adoption and lasting impact of QPIC1550's technologies, some audiences - and their related key messages - are to become more important towards the end of the project.

While the General Public and Media play a role in awareness, and Related Projects and Initiatives support ecosystem building, the four other target audiences are the most critical levers for adoption and impact. End-users are the primary adopters of quantum computing technologies, Policymakers shape the regulatory landscape for these very same technologies, Standardisation Bodies ensure interoperability across market and borders, and Academia and Industry drive innovation and their engagement favours continuous improvement and long-term sustainability of the technology.

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3 USE OF DISSEMINATION AND COMMUNICATION TOOLS IN THE UPDATED STRATEGY

QPIC1550 relies on a diverse set of dissemination and communication tools, as originally defined in D14.1, while refining their use based on the insights gathered during the first reporting period under 14.3. The updated strategy for M25–48 focuses on strengthening the channels that proved most effective, adjusting those that underperformed, and ensuring that all tools contribute to a coherent communication approach. The updated strategy clarifies how each dissemination and communication tool will be deployed to maximise impact during M25–M48, as detailed in the following subsections.

3.1 WEBSITE

Target audiences: End-users, Policymakers, and General Public and Media.

The project website remains the central hub for all public-facing information. It continues to serve as the anchor for all other communication channels. In the third phase, its role is expected to shift toward showcasing concrete results, demonstrations, and scientific outputs. Regular updates will continue to be published throughout M25–M48, and a new landing page will be created to showcase the QPIC1550 platform and its use cases under a section titled "QPIC1550 Innovations."

3.2 SOCIAL MEDIA

Target audiences: End-users, Related Projects and Initiatives, and General Public and Media.

Social media is essential for broad outreach and rapid dissemination. During the first part of the project, LinkedIn, which demonstrated the strongest engagement with over 580 followers, became the primary platform for sharing news, achievements, and short video content. X is now only maintained for monitoring relevant actors and discussions. It still provides valuable signals on market developments, stakeholder movements, and policy debates, even though many European projects and stakeholders have moved away from the platform. Partners are encouraged to amplify reach across institutional networks by using their corporate channels to share QPIC1550 content.

3.3 NEWSLETTERS

Target audiences: General Public and Media, and Policymakers.

Newsletters provide a structured update to subscribers and can be considered as complementary for audiences with limited or no presence on social media. While they were initially planned to be issued every eight months to feature key milestones, detailed articles on project achievements, updates on ongoing activities, important announcements, and a curated list of events and workshops, the project newsletter was only sent once during the first part of the project. Under the updated strategy, the newsletter will no longer follow a strict publication frequency; instead, additional issues will be released to ensure that key results, major events, and demonstration videos are effectively communicated to the project's target audiences.

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3.4 PRESS RELEASES

Target audiences: End-users, Policymakers, and General Public and Media.

Press releases are used to reach a broad audience, broader than social media and newsletters can offer. Similarly to newsletters though, they are distributed to announce significant project developments. Similarly to newsletters, only one press release was distributed during the first 24 months of the project. As they are a tool used to highlight significant milestones and achievements, there will be several opportunities to distribute some. At least one press release will mark the project completion, focusing on legacy and adoption.

3.5 VIDEOS

Target audiences: End-users, and General Public and Media.

Videos can visually demonstrate the technology, feature interviews with project experts, and explain the project's impact on quantum computing. They will be used during strategic outreach periods throughout the project's timeline, such as prior to major conferences, following significant achievements, or in conjunction with public engagement events. One video was developed during the first part of the project, featuring project experts explaining the expected benefits of QPIC1550. In the second part of the project, videos will increasingly focus on showcasing concrete outcomes and technologies, becoming a central component of dissemination and engagement activities. Demonstrations, in particular, offer ideal opportunities for producing this type of content.

3.6 EVENTS AND DEMONSTRATIONS

Target audiences: End-users, Academia and Industry, Policymakers, Standardisation Bodies, Related Projects and Initiatives, and General Public and Media.

Events remain a central component of the project's dissemination and networking activities. The first 24 months of the project revealed event attendance as one of the strengths of the project communication and dissemination activities. The consortium has participated in both industry and academic events, enhancing through them the visibility of the project, fostering collaborations and showcasing the project's advancements and outcomes to diverse audiences.

Such an engagement helped to convey the project's early results for quantum photonic integrated circuits to stakeholders and to consolidate the project awareness for the various players from the field.

The QPIC1550 consortium commitment to an active participation in key industry and academic events has been renewed: events like the SPIE Photonics West 2026, the PIC Summit, the OFC Conference, the International SPAD Sensor Workshop (ISSW) 2026, and the Single Photon Workshop to name a few have all been targeted by consortium members. These events are chosen to target audiences crucial for the project's success, including researchers, industry professionals and potential end-users in the fields of quantum technologies and photonics.

While the first part of the project was often dedicated to networking and widespread dissemination and engagement with the scientific community and industry stakeholders, the expectations for the second part of the project are slightly different. In this phase, demonstrations, technical sessions, workshops, and—where possible—events aligned with major industry conferences will be organised to present project results, gather feedback, and target potential end-users. This will culminate with

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the organisation of a final showcase event to share the project results and technological solution developed under the framework of the project to an expert audience.

3.7 PUBLICATIONS

Target audiences: End-users, Academia and Industry, Policymakers, Standardisation Bodies, and General Public and Media.

Publications serve both to validate the project's scientific contributions and to strengthen its visibility within the research community. In accordance with the consortium commitment to Open Science principles, all peer-reviewed publications resulting from QPIC1550 will be available under an OA licence, enhancing the visibility and impact of the research by facilitating the sharing of knowledge with both the scientific community and the broader public.

3.8 COLLABORATIONS AND SYNERGIES

Target audiences: Academia and Industry, and Related Projects and Initiatives.

Collaboration with related initiatives, such as EuroQCI, EIC Pathfinder project QuGANTIC, PhotonDelta, and the other projects from the European Quantum Flagship initiative, plays an increasingly important role in the updated strategy. Joint dissemination actions, shared events, and coordinated communication efforts should help maximise reach and reinforce QPIC1550's position within the European quantum ecosystem.

3.9 PROMOTIONAL MATERIALS

Target audience: End-users, Academia and Industry, Policymakers, Standardisation Bodies, Related Projects and Initiatives, and General Public and Media.

As planned, the QPIC1550 project has developed a series of promotional materials aligned with its brand identity to effectively disseminate the project's objectives and achievements. A brochure was created to communicate the project's scope and key objectives, as well as a roll-up banner to provide concise information about the project at a glance. Both materials are downloadable on the website under the dedicated landing page (https://qpic1550-project.eu/promotional-materials), and available to the partners to support their presence at conferences and other events to capture the attention of potential collaborators and users.

Initially thought for the End-users audience only under the initial strategy and plan, promotional materials are designed to support the consortium needs when encountering all the project target audiences. For example, demonstration sessions are to become more prominent as technical results mature: supporting them with new brochures and technical factsheets, either digital or passed on site during events, will enhance the project visibility and offer hands-on insights into the project innovation.

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4 IMPACT ASSESSMENTS

4.1 QUALITATIVE INDICATORS

QPIC1550 Dissemination and Communication Strategy and Plan effectiveness is evaluated throughout the project lifecycle to ensure that the project maintains visibility and reaches its target audience effectively. For this purpose, a series of KPIs were established. They allow the consortium to measure the outreach and impact of the project's dissemination activities. The below table summarises the progress made against these KPIs as of M24.

Table 2 - Progress tracking against KPIs

Activity	Related KPI	Target at M24	Results at M24	Expected results between M25 and M48	Total target
Website	Number of website visitors	>1000	2,836	>1000	2,000
	Number of total page views	>1,500	6,714	>3000	4,500
	Average session duration	>00:01:00	00:01:44	>00:01:00	00:01:00
	Countries reached	>15	64	>25	40
Promotional materials	Number of brochures and flyers produced	2	2	2	4
Social media	Followers	Twitter: >150	21	>250	>400
		LinkedIn: >50	560	>100	150
	Posts	>60	92	>80	140
Press releases	Number of press releases distributed	At least 2	1	At least 3	At least 5

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	Number of journalists contacted	200	97	200	400
Newsletters and mailing list	Number of newsletters sent	3	2	3	6
	Number of subscribers in project mailing list	>80	45	>120	200
Promotional videos	Number of videos	1	1	2	3
	Number of views	100	340	300	400
Scientific publications and White papers	Number of papers published	3	4	7	10
Participation at external events	Number of events attended to disseminate the project	20	29	20	40
Liaison with related projects	Number of projects liaised with	4	1	6	10
Final event	Number of participants	NA	NA	80	80

4.2 DEVIATIONS AND EXPECTED IMPROVEMENTS

As demonstrated in the above section, during the first reporting period, QPIC1550's communication and dissemination activities largely progressed as planned, with several indicators surpassing expectations. But several deviations from the initial strategy were observed. These deviations do not jeopardise the overall delivery of the project's strategy plan; rather, they provide valuable insights to adapt ongoing activities to a more targeted and impact-driven approach for the second half of the project.

4.2.1 Social media

QPIC1550 X account has not been active since June 2025. Such an absence of activity explains its current low number of followers. The platform has been deprioritised due to a relevance in question

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for the ERA research projects communication. This is a deviation from the original strategy, admittedly echoing a broader trend, but is not considered as a negative impact. The audience found on LinkedIn, surpassing expectations, is indeed more relevant for any future online community engagement.

4.2.2 Press outreach

The project issued only one press release and reached 97 journalists, falling short of the target of 200. This deviation is partly explained by the limited availability of major milestones suitable for press-level announcements during the first reporting period. To address this gap, the consortium will adopt a more proactive approach in the second reporting period, focusing press outreach on key technical achievements and public-facing events. These actions are expected to increase both the number of press releases issued and the number of journalists reached by M48. As outlined in this document, under section 3.4, at least one press release will be issued at project completion, highlighting legacy, adoption, and outcomes, and providing a coherent conclusion to the project while supporting visibility for consortium partners and potential future collaborations.

4.2.3 Newsletter frequency

Two newsletters were issued during the first reporting period, below the target of three. In consequence, for the second reporting period, the consortium will produce four additional newsletters on a schedule aligned with major project milestones, events, and technical achievements.

Following the publication of the project's newsletters, performance data indicated that while open rates and engagement among recipients were satisfactory, the overall number of subscribers remained limited. This observation calls for a strategic reassessment of the distribution approach to ensure broader reach and improved visibility. In response, the project will expand its newsletter strategy by launching a LinkedIn newsletter, leveraging the platform's built-in subscription and notification mechanisms. This decision will allow QPIC to reach audiences already engaged through its primary social media channel, without requiring additional registration steps.

In parallel with the approach taken for press releases, the final newsletter will serve as a concluding communication piece, highlighting project outcomes, legacy, and adoption to provide a coherent wrap-up of the project's achievements and reinforce visibility for consortium partners and the wider community.

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5 CONCLUSION

The updated Dissemination and Communication Strategy confirms that the path defined at the beginning of QPIC1550 remains the right one. The first two years of implementation demonstrated strong progress, with several indicators exceeding expectations and the project establishing a solid presence within the quantum photonics community. The minor deviations observed reflect pragmatic decisions based on evidence and do not compromise the strategy nor the plan. Instead, they help refine the approach to better match audience behaviour and sector dynamics.

With concrete technological results now emerging, the next phase of dissemination and communication will increasingly focus on demonstrators, scientific outputs, and use-case-driven messages. These results provide a foundation for targeted outreach and will guide engagement with the audiences most critical for adoption and long-term impact.

Overall, the strategy for M25–M48 remains firmly anchored in the original vision while adapting to the project's evolution. With a clearer set of priorities, a growing community, and maturing results, QPIC1550 is well positioned to achieve its dissemination and communication objectives and to sustain exploitation beyond the project's duration.

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