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Deliverable D1.3

Communication, Dissemination and Exploitation Plan

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Abstract

The QCIHungary project aims to establish a national quantum communication infrastructure in Hungary as part of the EuroQCI initiative. This deliverable outlines the marketing and dissemination plan, including targeted communication strategies, stakeholder groups, and planned events to promote the project's goals and results at both national and European levels. Possible exploitation results of the project are also discussed.



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Executive Summary

The QCIHungary project is part of the EuroQCI national initiative and aims to establish a national quantum communication infrastructure in Hungary, with the ultimate goal of participating in the creation of a larger pan-European quantum network. This executive summary provides an overview of the project's deliverable D1.3, which focuses on the marketing, dissemination, and exploitation plan.

The document outlines the communication strategy, marketing activities, and target groups for the project. The communication strategy aims to effectively promote the project's results and offerings to relevant audiences. Key messages highlight the project's contributions to Hungary's readiness in secure communication networks and its role in embedding Hungary into the international quantum communication sector.

Various marketing activities are planned for different target audiences, including national funders, EU funders, collaborators, users, suppliers, and consumers. These activities range from informing funders about progress to organising round-table discussions, scientific events, awareness-raising events, and training programs.

Dissemination events are a crucial part of the project's outreach efforts. The project plans to organise seven public awareness raising events, write scientific publications, participate in conferences, and share results on the project website and social media channels. The planned events include workshops, round-table discussions, public awareness events, and participation in external events and conferences.

The document also highlights the project's branding and visual identity, with the QCIHungary logo representing the project's focus on quantum communication's unbreachable security features. Communication channels, including the project website and social media platforms, are identified as key dissemination tools.

1 Introduction

The QCIHungary project, part of the EuroQCI national initiative is a 30 month' project aiming to lay down the foundations of a national quantum communication infrastructure in Hungary, with the eventual goal to participate in the creation of a larger pan-European quantum network.

The Deliverable D1.3. "Marketing, Dissemination and Exploitation Plan" is the 1st deliverable in this subject within the QCIHungary project. The communication strategy, the marketing and dissemination activities including the 7 events organized by the national project and others by EuroQCI partner projects will provide a structure for all the useful information about the Hungarian and parallel European initiatives. Plans for exploitation (as seen at this stage of the project) will also be developed.

After describing the marketing and dissemination aims, deducible from the project aims, we will define the stakeholder groups we plan to target. With the help of a detailed communication strategy, we will deliver key messages to the target audiences through selected communication channels and tailormade materials. We will select specific activities suitable for marketing and organize 7 dissemination events over the lifespan of the project. Participation in external events and scientific conferences is also planned. We will describe impact measurement of our marketing and dissemination activities by the relevant KPIs. identified still in the proposal.

A significant part of the document is dedicated to exploitation of results within Hungary and Europe.

2 Marketing and Dissemination Aims and Target groups

2.1 Aims

2.1.1 Project goals and their means of communication

The aims of the activities described in this document can be derived from the QCIHungary project goals that are:

Project strategic goals

- Lay down the foundations of a national quantum communication infrastructure in Hungary
- Participate in the creation of a larger pan-European quantum network
- Collaborate internationally in order to exchange practical experiences and to coordinate future work
- Contribute to long term policy objectives and strategies

Project technical goals

- Establish test connections and create use cases
- Develop a continuous variable as well as an entanglement based QKD system over optical fibres
- Prepare for later satellite-based QKD connections by developing a free-space quantum link
- Install a quantum-capable ground station
- Develop a software stack including an encryptor
- Work out methodologies and training materials for various audiences and a simulator software for our courses

The strategic goals will be communicated to all the selected audiences, however due to the specific technological content some groups will require a more in-depth introduction to quantum communication.

The technical goals will be communicated initially as plans then as results once they have been achieved.

Results	Form of sharing	Parts usable for communication
Deliverables	Some of them confidential, some of them public	general outcomes
Successful real use case	public	result of demonstration
Successful trainings held	public	key topics, attendance data, feedback summary
Successful free space experiment	public	observations, main parameters

Results	Form of sharing	Parts usable for communication
Scientific publications	public	project progress and scientific outcomes
EuroQCI cooperation	public	progress in networking and exchange of best practices, PETRUS communication

Table 1 Project results that can be communicated

2.1.2 Communication and dissemination aims

The major communication and exploitation aims of the QCIHungary project are:

- A1. Providing outreach and promoting the project results at national and European level
- A2. Performing science communication activities with a focus on the various stakeholder groups to increase visibility of related quantum communication developments within EuroQCI.
- A3. Increasing interactions for better coordination on policy level.
- A4. Creating opportunities for collaboration and alignment with ongoing EuroQCI projects with special consideration for the construction of a European QCI network.
- A5. Participating in and shaping scientific outreach activities on research issues related to quantum communication issues
- A6. Supporting awareness raising and the engagement of the communities.
- A7. Supporting sustainability and visibility of the results even after the projects lifetime
- A8. Creating a the QCIHungary brand identity and key messages to be used on all dissemination materials and generating positive media coverage for the project at local, national, regional, European levels.

2.2 Target Groups

When designing and executing our communication, we consider broad target audiences: the scientific community in the quantum field, the National Security Agency, industrial partners, potential user groups such as governmental organisations, cybersecurity experts, international partner organisations, and the general public.

For communicating results consistently, a template for project deliverables is also provided for all consortium partners.

During our analysis we identified the most relevant stakeholder communities of the project and grouped them in larger groups. Marketing and communication will be tailored accordingly. Figure 2.1. depicts these categories.

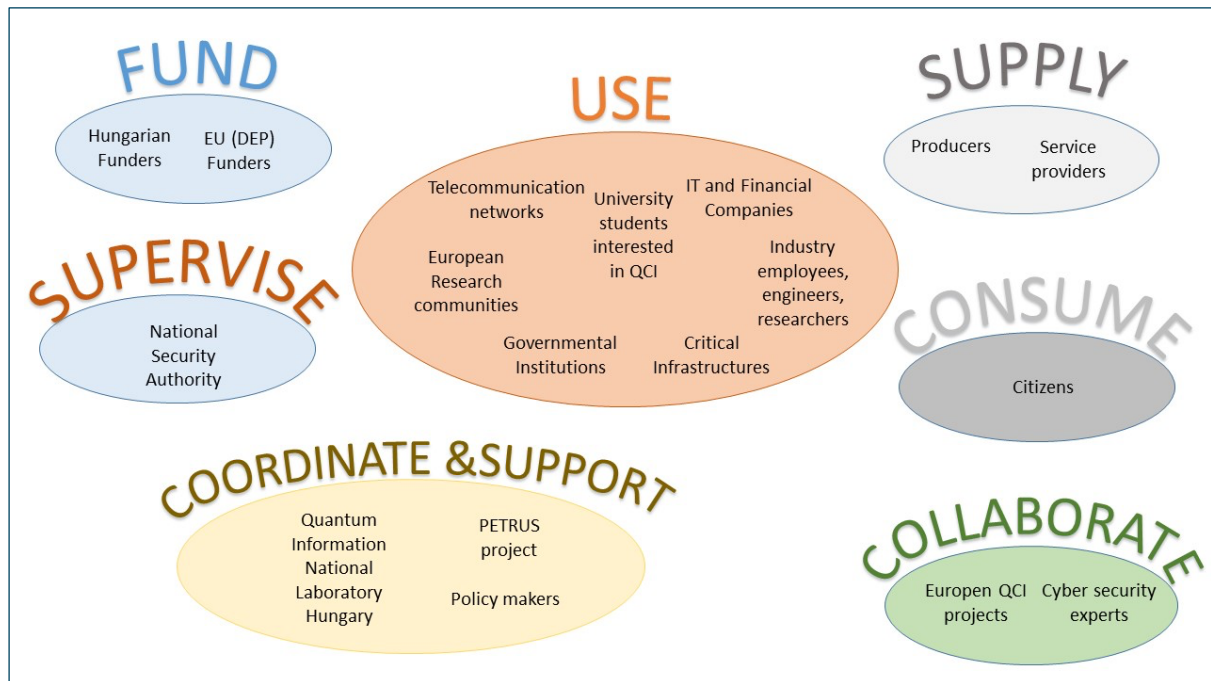


Figure 1 Stakeholder groups

3 Marketing activities

The dissemination and marketing activities are an indispensable ingredient for successful implementation of the project objectives. These activities are coordinated within WP1, led by KIFÜ. A marketing and communications team from representatives of all consortium partners has been set up.

3.1 Communication strategy

The marketing efforts of QCIHungary aim to effectively communicate the project's offerings, results, and potential. To ensure maximum impact, this plan has been developed with clear guidelines and defined responsibilities.

The strategy presents the approach and actions to promote project results to the relevant target audiences. All partners are expected to adhere to the communication guidelines and implement best practices outlined here. Throughout the project, partner experiences will be shared and discussed among partners to continuously improve and enhance these guidelines.

The promotional package, consisting of the project one-pager and presentation templates, serves as a key tool for showcasing the project's achievements. Additionally, regular newsletters, social media activities, and a news feed on the project website will be issued to highlight project milestones.



3.1.1 Brand concept and visual identity

The following logos will be used consistently for all project activities:





Figure 2 QCIHungary logo

The logo reflects the concept of "Q" as Quantum, forming a key that symbolizes quantum key distribution and the unbreachable security features provided by quantum communication. The concentric semi-circles represent atomic particle structures. The development process is illustrated in the following flow diagram.

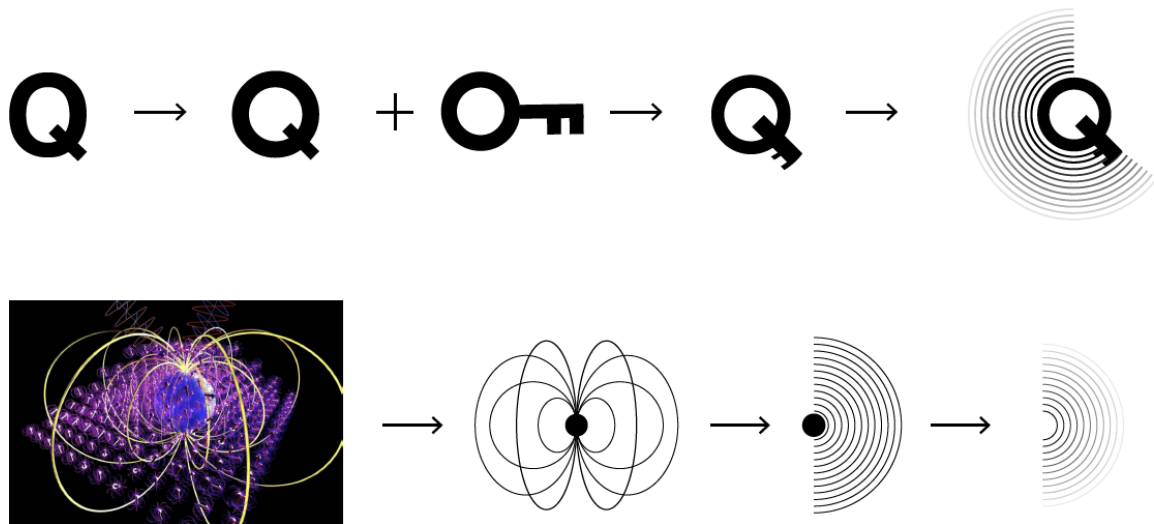


Figure 3 Development process of QCIHungary logo

Where applicable, the EUROQCI logo and other visuals can be used next to the QCIHungary logo.

The funding statement will also be used in all documents, presentations and media appearances: "This document is part of a project that has received funding from the European Union's Digital Europe Programme under grant agreement No 101081247"

3.1.2 Communication channels

Dissemination will be managed mainly via the project web-site, and the partners' individual social media channels. While all partners will manage their own communication individually via their institutional channels, news and event details will be collected and aggregated on the project web-site and event-calendar.

Where possible, communication will be presented both in English and in Hungarian.

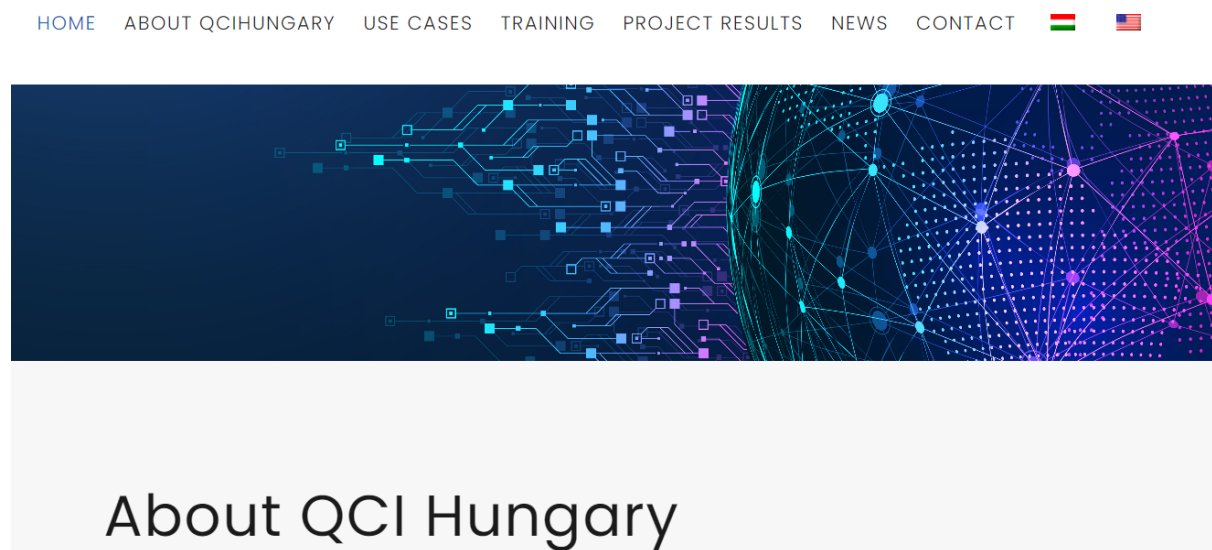


Figure 4 Mockup of QCIHungary web-site

The project web-site will be maintained and updated by KIFÜ, while information for updates will be generated by all consortium partners. The project website is available at: <http://qcihungary.hu>

The necessity of a dedicated LinkedIn account is still under consideration., posts will also be shared via the already well-operating institutional social media channels. These channels are as follows:

- Budapest University of Technology and Economics Facebook channel for quantum communication: <https://www.facebook.com/Kvantumkommunikacio/>
- Budapest University of Technology and Economics Central Facebook channel: <https://www.facebook.com/Muegyetem.hu>
- Budapest University of Technology and Economics Faculty of Electrical Engineering and Informatics Facebook channel: <https://www.facebook.com/BMEVIK>
- Budapest University of Technology and Economics Department of Networked Systems and Services Facebook channel: <https://www.facebook.com/HalozatiRendszerek>
- Budapest University of Technology and Economics LinkedIn channel for quantum communication: <https://www.linkedin.com/company/kvantumkommunikacio>

- Budapest University of Technology and Economics Central LinkedIn channel: <https://www.linkedin.com/school/budapest-university-of-technology-and-economics/>
- Budapest University of Technology and Economics Mobile Communications and Quantum Technologies Laboratory LinkedIn channel: <https://www.linkedin.com/company/mqcl>
- Eötvös Loránd University Faculty of Informatics Facebook channels: <https://www.facebook.com/ELTEIKinternational>; <https://www.facebook.com/ELTEik>
- Eötvös Loránd University Faculty of Informatics LinkedIn channel: <https://www.linkedin.com/company/elte-faculty-of-informatics/?originalSubdomain=hu>
- Eötvös Loránd University Faculty of Informatics web newsfeed: <https://www.inf.elte.hu/en/content/ongoing-projects.c2c.37?m=635>
- Wigner Research Centre for Physics Central Facebook channel: <https://www.facebook.com/WignerFK>
- Governmental Agency for IT Development LinkedIn channel: <https://hu.linkedin.com/company/kormanyzati-informatikai-fejlesztési-ugynökség>

For reaching out the widest possible audience, all news will be shared with the communication experts via the WP1 Communication mailing list.

For QCIHungary communication the following hashtags are expected to be used with possible others according to the particular post's topic: #QCIHungary #PETRUS #EUROQCI #DigitalEurope #Cybersecurity

3.1.3 Key messages

The following key messages should be communicated via conferences, trainings, and other dissemination events. We recommend using some of these messages creatively for making an audience-tailored presentation for each event.

- QCIHungary will enhance Hungary's readiness to design and deploy highly secure communication and data networks for the next generation.
- QCIHungary is paving the way for a national quantum communication infrastructure in Hungary, with the ultimate goal of contributing to the creation of a larger pan-European quantum network.
- QCIHungary is a key project to embed Hungary into the international quantum communication sector, and to drive young researchers to this innovative field.
- Our project aims to connect key cities in Hungary, including Budapest, Győr, Nagykanizsa, and Szeged, with the potential for future cross-border connections, revolutionizing secure communication.
- QCIHungary innovatively combines cutting-edge quantum key distribution (QKD) systems with continuous variable and entanglement-based QKD techniques to ensure the highest level of secure communication over optical fibres and in future satellite-based connections.
- Alongside infrastructure development, QCIHungary prioritizes training and education, collaborating internationally to exchange practical experiences and enhance knowledge in the field of quantum communication.

3.2 Marketing activities

3.2.1 Types of activities for various target audiences

In order to maximize the effectiveness of our marketing efforts we assign various action types based on the identified stakeholder groups. (The list is not exhaustive.)

Main target group	Specific subgroups	Examples of actions and activities
Funder	national funders	inform about progress
	EU Funders	
Coordinators and supporters	QI National Laboratory	organise joint events
	PETRUS project	communicate progress and take over best practices
	Hungarian Policy makers	organize round-table discussions
Collaborators	EuroQCI partners	organize meetings to share best practices
	Cybersecurity experts	organize consultations and joint events
Users	Research communities	participate in scientific events, write scientific publications
	University students	provide awareness raising and practical training
	Governmental Institutions	Organize roundtable discussions on specific use potential of the technology
	Critical Infrastructures	Organize short awareness raising and practical training events
	Telecommunication networks	
	IT and Financial Companies	
	Industry engineers, researchers, employees	
Suppliers	Producers	Create joint best practice guides
	Service providers	
Consumers	Citizens (general public)	Organize awareness raising event

Table 2 Action types by target group

4 Dissemination activities in detail

The purpose of dissemination is making the project results available for larger audiences. QCIHungary results vary according to their level of confidentiality, thus only those results can be disseminated, which are considered “public”. For the latter category, the open science principles should be observed – knowledge sharing and results for others to use.

4.1 Dissemination events

4.1.1 Events organized by the QCIHungary Project

For dissemination purposes the project committed itself in the Grant Agreement to

- organise 7 public awareness raising events,
- write 2 scientific publications,
- participate in conferences,
- share results in the project web page and social media channels.

At this point in time not all details are available but the following table lists the current plans

Event	Target group	Approximate timing
Progress workshop 1	Research communities	February 2024 (M14)
QCIHungary Open Night on the occasion of Researcher’s Night	General public interested in QCI	September 2024 (M21)
QCIHungary event on the Occasion of celebrating Hungarian Science t	Research communities	November 2024 (M23)
H-SPACE 2024, Budapest	Research communities	April 2024
HTE Infokom 2024	Research communities	November 2024
Quantum communication round table discussion	Governmental institutions & stakeholders in cyber security	TBD

Event	Target group	Approximate timing
Public awareness raising event at BME	university students and young researchers	TBD
Public awareness raising at ELTE	university students and young researchers	TBD
Progress workshop 2	Policy makers, funders, research communities	February 2025 (M26)

Table 3 Planned national public awareness raising events

QCIHungary partners will actively take part in Hungarian and international scientific events, conferences, and workshops regarding quantum communication. The list of possible events will be discussed among consortium members to reach out the possible widest audience and scientific network.

QCI Hungary will also organise such events in Hungary that will promoted actively for the scientific community.

While each partner and each event is free to choose any preferred online platform, the KIFÜ Conference Tool Kit (<https://konferencia.kifu.hu/>), KIFÜ Video Conference System (<https://meet.edu.hu/>), and KIFÜ Calendar Tool (<https://foodle.eduid.hu/>) is at the disposal to each partner during the project lifetime.

List and details of events will be updated regularly, and will be presented on the event-calendar menu of the project's web-site.

4.1.2 Hungarian events in relation to Quantum Technologies

In Hungary, each year several events take place dedicated to quantum technology. The outreach can significantly be improved joining recurring well-promoted events

One typical occasion is the World Quantum Day, where renowned Hungarian quantum scientists present the scientific challenges. QHungary, the Hungarian member of the QWorld network, is one of the organisers of this initiative.

4.1.3 External events in partner countries

PETRUS, the Coordination and Support Project of EuroQCI plans to organize regular meetings where progress and experience can be exchanged among the national projects. In addition, cooperating partners, such as neighbour countries or partners in free-space experiments will organise workshops and meetings to exchange ideas and results on establishing the European quantum communication network

4.1.4 Scientific conferences, workshops and events

The project experts will share QCIHungary results during conferences organised in Hungary or abroad.

The project partners already disseminated plans and results of the QCIHungary projects until June 2023:

Name of the event	Presenter and Title	Location, Date and time (if relevant)	Reference
Networkshop 2023 conference (annual user conference of Hungarian research and educational community)	János Mohácsi (KIFÜ): Mi az a „kvantumapokalipszis?” – Lépések a kvantum kommunikáció felé: QCIHungary – in Hungarian	Veszprém, Hungary; 11-14 th April 2023	https://nws.comp-rend.hu/program/
World Quantum Day in Hungary 2023	Kiss Tamás (Wigner FK): A kvantumkommunikáció jelene és jövője .- in Hungarian	Budapest, Hungary; 14 th April 2023	https://qhungary.hu/wqd2023/
KIFÜ szakmai nap 2023	Mohácsi János (KIFÜ) - Kvantum technológia, féljünk-e a kvantumapokalipszistól? – in Hungarian	Budapest, Hungary; 13 th June 2023	Will be published on https://videotorium.hu

Table 4 Dissemination activities until June 2023

At this point we know that the project partners plan to participate in the following events in July 2023, however it may still be too early to disseminate expected results there:

<https://secsys.lit-systems.jku.at/cecc2023/>
[Graz Security Week – Graz Security Week](#)
<https://www.contel.hr/2023/>

We will monitor possibilities for participation in conferences on a regular basis.

4.2 Promoting training activities

Training development and delivery will take place in WP6. This activity includes course development for university students, in this case raising interest is the responsibility of the university.

However, there will be various shorter and longer courses and presentations offered for different target audiences. The QCIHungary Communication team will offer its support to promote these activities to boost participation to the extent the WP6 team finds it necessary.

The QCIHungary brand elements, such as the logo and presentation format should appear in the training documentations and be compatible among the participating project partners.

QCIHungary will collaborate with industry organizations to co-host training sessions or promote the training activities through their networks. Consortium members will participate in relevant industry conferences, seminars, and trade shows where they can showcase the training activities of the QCIHungary project.

When possible, testimonials and success stories will be collected from previous participants who have benefited from the training activities. These stories will be shared on project website and social media to build credibility and attract more participants. Feedback from participants will be used to continuously improve the content, format, and delivery of the training programs.

4.3 Further QCIHungary dissemination tools

Besides the events detailed earlier in this document, several other dissemination tools will be used during the project:

- articles in at least 2 scientific journals and publish conference material on platforms indicated by the organisers. (e.g. Info-communications Journal (Q2 journal in computer science, with impact factor))
- articles for the general public in the magazine “Élet és Tudomány”, one of the most popular science communication forums in Hungarian. As a knowledge-disseminating weekly, its goal from the very first issue is to form an intellectual bridge between the world of researchers, primarily the results of domestic scientific workshops, and the general readership. short videos usable on various occasions
- articles for targeted companies in IT and other technical journals
- a “one-pager”, a leaflet summarising the key information about QCIHungary and its objectives. We have preference for electronic documents versus traditional printed material, although the latter is not excluded.
- various presentation techniques tailored to the audiences, such as pitch presentations, round table discussions
- tangible promotional materials with the QCIHungary logo will be developed and produced for the major dissemination events.
- media communication via radio or TV programmes

5 Marketing and dissemination action plan

List of actions and steps for the implementation of the marketing strategy targeting different stakeholder groups is described in the following table.

-Main Actions	How to implement	Responsible partners
Marketing during national dissemination events	Invite relevant people, do the proper announcement, prepare the agenda including presentations, best practices etc.	All partners led by KIFÜ
Marketing during international dissemination events	Invite relevant people, do the proper announcement, prepare the agenda including presentations, best practices etc.	All partners led by KIFÜ
Create a “general purpose” leaflet or e-document	Select key information, write text, design layout, add photos and graphical elements, decide on format (printed or electronic)	KIFÜ and approved by partners
Publish a popular article on QCI result in a magazine or journal	Create co-authors team from project consortium depending on subject matter Distribute the work among co-authors and prepare the paper Submit article for publication.	KIFÜ, BME, WIGNER, ELTE
Participate with QCIHungary presentation in relevant national events	Look for relevant national events, contact organisers. Insert events in the project calendar Use project presentation and update it depending on the audience	All partners
Conduct interviews with policymakers and communicate key content	Invite suitable policymakers and ensure participation Prepare in advance questions which are connected with QCI, quantum key distribution, network, security issues Make a recording in order to disseminate it in social media channels or newspapers	KIFÜ, BME, WIGNER, ELTE
Organise roundtable meetings with funders and policymakers	Select relevant issue for discussion Approach key people and check for availability Organise event Communicate main messages in media	All partners

-Main Actions	How to implement	Responsible partners
Organise targeted meeting with industry representatives	Select topics for discussion Approach key people and check for availability Organise meeting Demonstrate the effect on QCIHungary results on their operations Communicate feedback (if applicable)	BME
Create web page communication schedule and create entries accordingly	Look for necessary up-dates based on project progress and changes Refresh news section regularly	KIFÜ, based on information received from all partners
Create social media communication schedule and post accordingly, create specific campaigns if necessary	Social media posts need to be balanced in timing and content, as well. FB posts will be placed on partners' pages with a large number of followers A LinkedIn page will be created for the project where relevant scientific issues can be posted or reshared.	Facebook: BME, ELTE LinkedIn: KIFÜ

Table 5 QCIHungary marketing and dissemination action plan

6 Exploitation plan

6.1 Direct exploitation of results

The project will deliver the first operational QKD network, integrated into existing networks, to facilitate research, education, and national authorities' access to highly secure communication in Hungary.

By developing a software stack and demonstrating a real-life use-case for sensitive data communication using the QKD network, the project will address various advanced use-cases. Additionally, it will explore the potential implementation of future use-cases, utilizing both long-distance terrestrial and satellite-terrestrial connections.

The project's delivery of use-cases and the development of fibre and free-space continuous-variable and entanglement-based quantum devices will contribute to the stimulation of a fully-fledged and technically autonomous European quantum communication industry.

Through conferences, collaborations, and ensuring interoperability and compatibility of devices and software, the project will support preparations for the full deployment of the EuroQCI.

The project's comprehensive training materials and courses at all levels will educate a large number of users in quantum communication technologies. Dissemination activities targeting broader audiences will significantly impact the recruitment of future experts.

As Europe progresses towards quantum-based and quantum-safe communication networks, it becomes crucial for every European country to actively participate in this initiative. Positioned at the Eastern end of the European Union, Hungary faces cyber threats and classical threats, leading the Hungarian government to prioritize cyber-defense developments and integrate the fight against cyber-crimes into its national strategy. Consequently, Hungary has joined the EuroQCI initiative and initiated the development of a national quantum communication infrastructure. KIFÜ actively participating in GN4-3, GN5-1 and later GÉANT (pan-european research and educational network) quantum related activities. KIFÜ will share insights, knowledges and best practices in these communities.

Engagement in EuroQCI and GÉANT quantum activities via KIFÜ not only provides security benefits but also enhances Hungary's innovation potential in Quantum Technology. The deployment and testing of top-level infrastructure in the QCIHungary project will enable Hungary to tap into this potential. The application of quantum solutions in secure information transfer is the initial step that can drive technological innovations and increase the demand for such technologies.

An important use-case within the QCIHungary project involves the encryption of governmental data. This use-case will mark the first-ever quantum-key-based data transfer in Hungary. The results obtained from these tests will demonstrate the effective application of QKD-based information transfer and, combined with the outcomes of WP6 by BME, establish the foundation and knowledge base for a novel, quantum-enhanced, and more secure data transfer network in Hungary. This network can later be connected to the quantum communication networks of neighbouring countries (Austria, Croatia, Slovakia, Slovenia, and Romania), and eventually integrated into a larger European quantum communication network. Initially, governmental institutions and critical infrastructures are expected to adopt this technology, but efforts will also be made to introduce these novel technologies to the private sector, particularly banks, which will have a significant long-term impact on society. Additionally, the QCIHungary project has the potential to strengthen the Hungarian industry by generating a demand for newly introduced quantum technologies and the corresponding education to increase the number of Quantum Technology professionals.

6.2 Future exploitation possibilities

The advanced quantum communication infrastructure developed by QCIHungary can be leveraged for commercial purposes. Industries such as telecommunications and government sectors could benefit from enhanced security and data privacy offered by quantum communication systems.

QCIHungary's research outcomes, innovations, and expertise can be transferred to the industry through technology transfer agreements. This can lead to the establishment of spin-off companies or start-ups focused on quantum communication technologies. These ventures can further develop and commercialize the project's solutions, generating economic growth and job opportunities.

QCIHungary can establish collaborations with other European countries and international partners working on quantum communication initiatives. By sharing knowledge, expertise, and resources, the project can contribute to the creation of a pan-European quantum network, fostering cross-border communication and secure data transmission. This way, the QCIHungary consortium can possibly join future EuroQCI projects, GÉANT projects, EuroHPC projects and other initiatives aiming to support quantum communication research and innovation.

The project can also contribute to the development of policies, regulations, and standards related to quantum communication infrastructure. Collaborating with governmental bodies and regulatory authorities, QCIHungary can provide insights and recommendations to shape the legal and regulatory frameworks for quantum technologies, ensuring their safe and responsible deployment.

QCIHungary can continue to offer educational programs and training courses to build expertise in quantum communication. This includes providing training to professionals, researchers, and policymakers interested in quantum technologies. Expanding the knowledge base and skill set in this field can lead to future research advancements, industry innovation, and a skilled workforce to support the growth of the quantum communication sector.

The future exploitation possibilities of the QCIHungary project are diverse and encompass commercial applications, international collaborations, technology transfer, policy development, education, and research collaborations. These can all contribute to the widespread adoption and commercial success of the project's outcomes, driving advancements in quantum communication infrastructure and fostering innovation in various sectors.

7 Impact measurement

The effectiveness of the dissemination and marketing activities is evaluated using standard project management tools such as activity and partner reports, with a specific focus on the Key Performance Indicators (KPIs). In this section, we provide an overview of the indicators that are particularly relevant for the dissemination and marketing efforts, categorized based on their respective objectives.

The following key performance indicators are to be met regarding communication matters for QCIHungary:

Key Performance Indicator (KPI)	M18	M30
Number of public awareness raising events	3	7
Number of scientific publications	1	2
Number of visitors to the webpage	300	700
Number of posts on social media	18	30

Table 6 Communication-related KPIs of QCIHungary

Number of public awareness raising events: this KPI measures the impact of the project's efforts in organizing events aimed at raising public awareness. These events may encompass conferences, workshops, lectures, etc. By extending the current range from 3 events at Month 18 to 7 events at Month 30, QCIHungary aims to reach out the possible widest target audience. To be able to measure this KPI, all project partner will document the number of participants of all events by attendance list and photos taken at the events.

Number of scientific publications: these publications play a crucial role in establishing the scientific credibility and visibility of the project. By monitoring this KPI, QCIHungary seeks to ensure the generation of relevant research outputs. Accepted Manuscript (AM) of these publications are acceptable for this KPI, while Version of Record (VoR) is preferred.

Number of visitors to the webpage: the project's webpage serves as a central hub for disseminating information and engaging with stakeholders. By tracking the number of visitors, QCIHungary can gauge the level of interest and reach of its online presence. KIFÜ will set up a monitoring system to provide visitor number as a KPI.

Number of posts on social media: social media platforms provide an effective means of communication and engagement with a diverse range of stakeholders. By monitoring the number of posts, QCIHungary aims to assess its social media presence and activity. Number of posts is measured only by project own social media channels, not counting re-sharing, re-tweeting, etc.

8 Conclusions

The dissemination and marketing activities are of key importance for attaining the project objectives and that is why careful planning has been carried out and guidelines have been provided to describe the specific steps related to the project. In this deliverable we describe our plans for the various sub-activities and the corresponding strategies in order to successfully reach our target audience and deliver the key project messages.

Although the project's funding for dissemination is limited, the partners have excellent position in Hungary and will be able to achieve high impact while reaching the diverse target audiences. The combined use of traditional and social media is encouraged and supported. The planned activities include actions and measures that aim to exploit the collaboration and potential synergies with the supporting PETRUS project and the parallel national projects (EuroQCI, GÉANT quantum related projects, Hungarian Quantum Information National Laboratory, etc.).

The project developed an initial exploitation plan, which will be up-dated based on real discussions and results at a later stage.