Dissemination, communication, and exploitation plan WP4 (D4.3)



LEDtech-GROW

LED TECHNOLOGY BASED ON BISMUTH-SENSITIZED Eu³⁺ LUMINESCENCE FOR COST-EFFECTIVE INDOOR PLANT GROWTH

PROGRAM-PROMIS-2024-2025

Grant Agreement: 10412

Deliverable 4.3 Dissemination, communication, and exploitation plan

Version: 1

Contractual Date Delivery: 01/10/2024



Project Deliverable Information Sheet

	Project Ref. No. 10412	
LEDtech-GROW Project	Project Title: LED technology based on bismuth-sensitized Eu ³⁺ luminescence for cost-effective indoor plant growth	
Troject	Call: Program PROMIS 2023	
	Starting Date: 03/01/2024	
	Duration: 24 months	
	Project Website: https://ledtechgrow-promis.org/	
Deliverable No.: D4.3.		
	Deliverable Type: Document	
Month of delivery: 9		
	Contractual Delivery Date: 01/10/2024	
	Actual Delivery Date: 01/10/2024	
	Principal investigator: Dr. BOJANA MILIĆEVIĆ	
	Abstract: The dissemination, communication, and exploitation plan provides a strategic framework for effectively promoting the LEDtech-GROW project. It establishes key objectives, identifies critical stakeholders and communication channels, and provides guidelines for communication and dissemination activities. The plan also outlines methods for evaluating the success of these initiatives, allowing for ongoing improvement and impact assessment.	

Document Control Sheet

Document	Title: Dissemination, communication, and exploitation plan.docx
Document	Version 1
	Distributed to LEDtech-GROW Participants
Authorshin	Written by Bojana Milićević and Ljubica Đačanin Far
nutionship	Contributed by Jovana Periša
	Approved by Bojana Milićević

History

Version	Version 1	Final version
Date	01/10/2024	

This project is supported by the Science Fund of the Republic of Serbia, Grant No. 10412,

 $\label{eq:left} \textit{LED technology based on bismuth-sensitized Eu^{3+} luminescence for cost-effective indoor plant growth-LED tech-GROW$





Executive Summary

The presented document constitutes deliverable D4.3 – *Dissemination, communication, and exploitation plan* of the LEDtech-GROW project. It is a public document, delivered in the context of WP4 - *Management, communication, dissemination, and exploitation,* Task 4.2 - *Dissemination, communication, and exploitation of knowledge*.

This document presents the first release of the dissemination, communication, and exploitation plan foreseen in the framework of the LEDtech-GROW project. This comprehensive document outlines the target audiences, topics, and results for sharing and disseminating information related to the LEDtech-GROW project. The main purpose of this plan focuses on raising awareness, facilitating communication, and promoting knowledge sharing to ensure lasting benefits beyond the project's duration.

It details the actions, activities, and tools for collaborative dissemination among the community, ensuring alignment with both the project objectives and the specific activities of each work package. In addition, the document presents developed and planned dissemination activities, highlighting potential academic events and journals for future engagement.

The content of this document is complementary to other official documents that define obligations under the Grant Agreement (GA) and shall be considered a living document and as such will be the subject of periodic updating as necessary throughout the lifespan of the Project. The final version of the *Dissemination, Communication, and Exploitation Plan* will be made available when the project nears completion.



Table of Contents

1.	Introduction	6
2.	Dissemination Plan	7
3.	LEDtech-GROW Logo	9
4.	Project Website	10
5.	Leaflet	11
6.	Social Media	12
7.	Press Releases and Public Outreach	13
8.	Other Promotional Materials	13
9.	Scientific Publications in Peer-Reviewed Journals	14
10.	Events	14
11.	Exploitation Plan	15
12.	Annexes	17

Copyright Notice

Copyright © 2024 LEDtech-GROW project team. All rights reserved. LEDtech-GROW is a project funded by the Science Fund of the Republic of Serbia under grant agreement no. 10412. For more information on the project and contributors please see <u>https://ledtechgrow-promis.org/.</u> It is allowed to copy and distribute verbatim copies of this document containing this copyright notice; however, the modification of this document is forbidden.

Disclaimer

Vinča Institute is solely responsible for the content of this publication, and this content does not express the views of the Science Fund of the Republic of Serbia.

Page4



Abbreviations and Acronyms

Explanation

[DCE]	Dissemination, Communication, and Exploitation
[EU]	European Union
[GA]	Grant Agreement
[Gold Open Access]	Open access publishing (gold open access) means that an article is immediately provided in open access mode on the publisher or journal's website. Some publishers charge Article Processing Chargers (APCs) to make articles open.
[Green Open Access]	Self-archiving (green open access) means that a published article or the final peer-reviewed the manuscript is archived (deposited) in an online repository before, alongside, or after publication. In some cases, the author can delay access to the article (embargo period). H2020 rules state that embargo periods cannot exceed six months, except for publications in social science and humanities where the maximum embargo period is twelve months.
[IPR]	Intellectual Property Rights
[LEDtech-GROW]	Acronym of the Project Titled "LED technology based on bismuth-sensitized Eu ³⁺ luminescence for cost-effective indoor plant growth"
[PAR]	Photosynthetically active radiation (400–700 nm of wavelength), an essential part of the light spectrum which typically drives photosynthesis more efficiently at the red and blue regions of the spectrum
[PI]	Principal Investigator
[PROMIS 2023]	The Program for Excellent Projects of Young Researchers (PROMIS) is a program of the Science Fund of the Republic of Serbia intended of excellent projects for young researchers in the early phase of their careers
[VinaR]	VinaR, i.e. Vinca Repository is a joint digital repository of all laboratories and departments in Vinča Institute of Nuclear Sciences, University of Belgrade. VinaR provides open access to the publications, as well as other outputs of the research projects implemented in these institutions.
[VINS]	"Vinča" Institute of Nuclear Sciences – National Institute of the Republic of Serbia, University of Belgrade
[WP]	Work package
[Zenodo]	Zenodo is a catch-all research data repository that enables researchers, EU projects

Page



1. Introduction

LEDtech-GROW – "LED technology based on bismuth-sensitized Eu³⁺ luminescence for costeffective indoor plant growth" is a Science Fund of the Republic of Serbia funded project (Program PROMIS 2023, Grant Contract No. 10412) coordinated and completely executed by "Vinča" Institute of Nuclear Sciences – National Institute of the Republic of Serbia, University of Belgrade (VINS). The project will run from January 3^{rd,} 2024 to January 2^{nd,} 2026.

LEDtech-GROW is a highly ambitious and innovative project that aims to achieve a breakthrough in modern, efficient, and moisture-resistant plant-grow-targeted LED illumination as a key solution for successful future artificial indoor agriculture production. LEDtech-GROW offers innovation in the field of LEDs that entirely satisfy the needs of plants and cannot be achieved with any currently available LED technology. This project will develop inorganic phosphors that convert as much electrical energy as possible into a Photosynthetically Active Radiation (PAR) spectrum of plant photoreceptors, which differs from one required for general lighting. Particularly, double- and triplewavelength-emitting phosphors increase light output for cryptochrome and phytochrome photoreceptors while ensuring high color quality will be produced. The fundamental concept of inner-particle energy transfer between Bi³⁺ and Eu³⁺ ions significantly contributes to developing plant-grow-targeted LEDs. Moreover, the LEDtech-GROW project will focus on the design and fabrication of highly efficient plant-grow-targeted LEDs based on bismuth-sensitized Eu³⁺-activated single-component phosphors for the whole PAR spectrum.

LEDtech-GROW project comprises two technical work packages as follows:

- WP1 Design, synthesis, and characterization of plant-grow-targeted phosphors
- WP2 Design, fabrication, and LEDs performance

Two non-technical work packages ensure the facilitation of the technical work, coordination of all the work packages, dissemination, and communication of the project results. These work packages consist of the following:

- WP3 Professional development of young and early-stage researchers
- WP4 Management, communication, dissemination, and exploitation

The present document – D4.3 - Dissemination, Communication, and Exploitation Plan is a deliverable of WP4 that will be established and monitored by the PI and WP leaders (TM1, TM2, and TM3 team members). The primary aim of this document is to establish a comprehensive dissemination plan for the LEDtech-GROW project while providing clear guidelines for all project members. Herein, the activities will include effective dissemination raising awareness, facilitating communication, promoting knowledge sharing and technology transfer, exploring commercial opportunities, and identifying potential companies interested in using LEDs for plant cultivation.

Our strategy emphasizes the importance of building strong relationships with a diverse range of stakeholders, including industry partners, academic institutions, and the broader community. Additionally, we are committed to effectively communicating the project's outcomes and actively seeking feedback from these audiences.

Page



Creating a cohesive identity for the project will help ensure that our messaging resonates with various groups and enhances the project's visibility. Given the dynamic nature of dissemination activities, it is essential to update and adapt the plan regularly. The Dissemination and Communication (DCE) Plan will serve as a living document, remaining current even after its formal delivery. This collaborative approach will engage all project members in actively contributing to our dissemination efforts.

We will continuously monitor and report on these activities throughout the project's lifecycle, ensuring that we remain responsive to emerging opportunities and feedback. By focusing on these principles, we aim to maximize the impact of the LEDtech-GROW project and ensure its long-term relevance in the field.

Our dissemination efforts are focused on two specific objectives:

- *Awareness Creation and Communication:* We aim to effectively raise awareness about the project, ensuring that results are communicated clearly to a wide range of audiences. This will involve disseminating information through multiple channels and fostering dialogue to maximize the reach and impact of our findings.
- *Knowledge Sharing and Stakeholder Engagement:* Promoting active engagement with stakeholders is essential for ensuring the sustainability of the project's impacts beyond its duration. This includes facilitating knowledge transfer and collaboration, thereby creating a network of interested parties who can continue to utilize and build upon the project's outcomes.

By concentrating on these objectives, we aspire to enhance the visibility of the LEDtech-GROW project while ensuring its long-term relevance and application within the field.

2. Dissemination Plan

Dissemination refers to the public sharing of research results through various appropriate channels, including scientific publications in multiple formats. A well-crafted dissemination plan facilitates the transfer of knowledge and findings to stakeholders who can leverage them most effectively. This approach maximizes the impact of research, allowing the benefits to extend beyond the initial focus while preventing results from becoming overlooked.

Dissemination pertains to the communication of all results that are not constrained by intellectual property protections. One of the primary goals of the LEDtech-GROW project is the development of scientific and technological leadership in the field of inorganic nanomaterials and LED devices. This will be achieved through a targeted and diverse dissemination of project results to the scientific community.

Planned Dissemination Activities: The overarching goal of our dissemination efforts includes promoting knowledge, raising public awareness, fostering education, and enhancing transparency. Effective dissemination also encompasses how communication is executed, the intended audience, and the methods employed. Our strategy aims to highlight the social impact and exploitation of the project's potential to the general public, scientific and industrial communities.



To effectively communicate the project's outcomes, we must consider the specific needs (including language, methods, and content) of each target audience. Table 1 summarizes the planned dissemination actions for the LEDtech-GROW project, tailored to various audiences and the messages we aim to convey.

ACTIVITIES	TARGET AUDIENCES	INDICATORS	
Website	The scientific community, the general public, stakeholders, academia	Number of visitors	
Logo	The scientific community, the general public, shareholders, academia	Logo recognition	
Leaflet	The scientific community, the general public, shareholders, academia	Contact requests, demonstrations of interest	
Social media	The scientific community, the general public, shareholders, academia Number of follow		
Press releases and public outreach (magazines, radio, TV)	The scientific community, the general public, shareholders, academia	Number of appearances, number of interviews, speeches	
Publications in peer- reviewed journals	Scientific community	Impact factor, citations, downloads	
Scientific Events: conferences, lectures, seminars	Scientific community, general public, shareholders, academia	Number of invited talks, oral presentations and posters	
Public Events: Fairs, Researchers' Night	Scientific community, general public, shareholders, academia demonstrations of i		
Roll-up (s)	Scientific community, general public, shareholders, academia	Contact requests, demonstrations of interest	

Table 1: Dissemination activities

This project is supported by the Science Fund of the Republic of Serbia, Grant No. 10412, LED technology based on bismuth-sensitized Eu³⁺ luminescence for cost-effective indoor plant growth – LEDtech-GROW $Page \mathbf{V}$



4.3. Dissemination, communication, and exploitation plan

 $P_{age} \mathcal{Y}$



Figure 1. Roadmap of dissemination actions of LEDtech-GROW.

3. LEDtech-GROW Logo

The dedicated LEDtech-GROW logo (Figure 2) was launched during the early Project stage (D4.1, M1). A specific logo was designed to give a visual identity to the project and is systematically used in all the promotional and dissemination actions of the project, including our website, presentations, posters, communications, and documents.

The logo can be downloaded directly from the website or requested by direct contact with the project's principal investigator (Dr. Bojana Milićević) or data manager (TM5) (Katarina Milenković).



Figure 2. LEDtech-GROW project logo.

To ensure a consistent style, format, and identity for the project, template files for Microsoft PowerPoint and Word documents (Annex I) have been produced and will be utilized in all dissemination activities.



4. Project Website

The dedicated LEDtech-GROW website (<u>https://ledtechgrow-promis.org/</u>, Figure 3) was launched during the early Project stage (D4.1, M2). The website is the main communication platform of LEDtech-GROW activities comprising basic information targeted to the public and specific information devoted to the stakeholders linked to the project.

The website is of primary importance due to the expected impact on the target audiences. The website contains mainly public deliverables, brochures, posters, presentations, scientific papers, newsletters, magazine articles, videos, photos, open-access scientific papers, etc. The project website will not include confidential deliverables when the main exchange of these data will be among the Project team members. It was designed to provide quick, simple, and useful information, serving as a dynamic and interactive tool to ensure clear communication and broad dissemination of project news, activities, and results.

The website is regularly updated with news and events related to the LEDtech-GROW Project. The LEDtech-GROW website will be live throughout the project and for at least a year after it ends. It is available in English.



Истраживање спроведено уз подршку Фонда за науку Републике Србије, Број пројекта 10412, ЛЕД ТЕХНОЛОГИЈА ЗАСНОВАНА НА ЕUЗ+ ЛУМИНЕСЦЕНЦИЈИ СЕНЗИТОВАНОЈ БИЗМУТОМ ЗА ИСПЛАТИВ РАСТ БИЉАКА У ЗАТВОРЕНОМ ПРОСТОРУ

This research was supported by the Science Fund of the Republic of Serbia, 10412 Grant No, LED TECHNOLOGY BASED ON BISMUTH-SENSITIZED Eu3+ LUMINESCENCE FOR COST-EFFECTIVE INDOOR PLANT GROWTH



Figure 3. LEDtech-GROW project website.

The website was designed to reach a larger community from scientists to the general public interested in luminescence, nanomaterials, and LED technologies. Key features of the website include:

• **Homepage Overview** – This page offers a comprehensive overview of the project, detailing its objectives, the funding organization, and the key team members involved. It also provides links to our social media channels, specifically LinkedIn and Instagram, for updates



on progress. Additionally, contact information is available for any further inquiries or requests for information.

- **Project Overview** This page provides a comprehensive overview of the project, including its objectives and detailed descriptions of the work packages.
- **Team Overview** This page introduces the LEDtech-GROW team members, highlighting their research positions, backgrounds, and areas of expertise.
- **Publication Overview** This page includes publications related to the project and will be regularly updated.
- **Deliverable Overview** This page includes deliverables along with direct links for easy access.
- **News Overview** This page presents project outputs, news updates, newsletters, meetings, conferences, and events along with direct links for easy access.

Contact Overview – This page presents the contact details of LEDtech-GROW for any further inquiries or requests for information.

Guidelines: The PI (also WP4 leader) hosts and manages the website, which is meant to be maintained for at least one year after the project's completion, or until the host considers it relevant and valuable. Commercial analytic applications may be used to monitor website visitors.

5. Leaflet

During the early Project stage (D4.1, M3), we crafted a triplet format page (see Annex II) designed as an informative leaflet for distribution among partners. This leaflet will be utilized at various events, including scientific conferences, trade exhibitions, fairs, educational outreach in schools, and professional showcases. Its primary aim is to convey detailed information about the project's aims, execution strategies, and expected results to a broad audience.

This leaflet is crucial to enhancing project visibility among the general public. It provides context regarding the initiative, underscores its importance, and includes vital contact details and links to the project's official website. By presenting this information engagingly and clearly, we seek to captivate public interest and encourage involvement in the project's goals and activities. The leaflet must be accessible at all pertinent events associated with the project to maintain consistent communication and outreach.

Guidelines: The leaflet is provided in electronic and paper formats to ensure effective dissemination. A PDF version of the leaflet is available in a specific area of the project website (Deliverable page). The LEDtech-GROW leaflet will be disseminated at events and on social media, raising awareness and enthusiasm among the general public and stakeholders, including academic institutions or industry experts. This will facilitate easy access for partners, enabling them to share the material digitally and broaden its reach.

This project is supported by the Science Fund of the Republic of Serbia, Grant No. 10412,

 $\label{eq:left} \textit{LED technology based on bismuth-sensitized Eu^{3+} luminescence for cost-effective indoor plant growth-LED tech-GROW$



Significance of the Leaflet:

The leaflet functions as a promotional tool and a crucial element of our outreach strategy. By circulating this leaflet, we aim to enhance understanding of the project's influence and significance, fostering stakeholder dialogue and collaboration. It will also serve as a vital resource for addressing inquiries and clarifying the project's objectives and methodologies.

In summary, the active distribution of this leaflet will substantially elevate the profile of the LEDtech-GROW project. By engaging a diverse audience and delivering clear, accessible information, we can encourage wider participation and interest, ultimately contributing to the project's sustained success.

6. Social Media

LEDtech-GROW project is present on social media/networking *via* a dedicated LinkedIn (//www.linkedin.com/company/ledtech-grow?trk=public_post_follow-view-profile), and Instagram (//www.instagram.com/ledtech.grow?igsh=MTVueDM0Nzl0Z2VmNg==). The main purpose of using these social media is to reach wide visibility within the scientific community, institutional and industrial sectors.



Figure 4. LEDtech-GROW on social media

Guidelines: All social media accounts, including LinkedIn and Instagram, have been established by WP4 to promote the project effectively. Team members are encouraged to share and forward relevant information, updates, and content that can enrich these channels. By contributing engaging posts, articles, and multimedia, team members can help enhance visibility and foster a sense of community around the project.



7. Press Releases and Public Outreach

Project updates will be shared regularly through multiple channels, including the project website, local newspapers, magazines, institutional social media, and more. Specific press releases will keep the general public and scientific or industrial communities updated about the project's goals and outcomes. This multi-channel approach will maximize visibility and engagement with diverse audiences.

We will also promote public awareness of innovative LED technology designed for plant growth in indoor environments and its societal impact through various initiatives. For example, we participated in the 15th European Researchers' Night and the 66th International Fair of Techniques and Technical Achievements. These public promotion efforts are crucial for establishing future technological partners and advancing knowledge and science. Furthermore, an article presenting the main objectives of the LEDtech-GROV project (Annex III) was published in Movem magazine in May 2024 (//www.movem.rs/images/posts/pdf/movem-magazin-devetnesti-broj106.pdf).

Guidelines: WP4 will draft press releases related to major events organized by team members. These press releases will be uploaded to the website and disseminated through selected channels. When writing a press release, team members must adhere to a specific format that includes the date, an eye-catching headline, LEDtech-GROW logo, the Science Fund emblem, and contact details for further inquiries.

8. Other Promotional Materials

Effective promotional materials for project dissemination, such as brochures, posters, or rollup(s), are essential for several reasons. They raise awareness about the project, engage stakeholders, and communicate key findings and benefits. Well-designed materials capture attention, simplify complex information, and foster collaboration by inviting others to support the initiative. Finally, comprehensive distribution activities increase the project's impact and sustainability, ensuring valuable insights will reach a larger audience.

Additional promotional materials will be developed as needed. For example, a poster presentation designed specifically for the youth population (Annex IV) was created for the 15th European Researchers' Night that was held in Belgrade on September 27, 2024.

Guidelines: Other promotional materials, such as posters or roll-ups, will be utilized to showcase our project research at public meetings, fairs, and various events. Each material will be tailored specifically for each event. This targeted approach will enhance audience engagement and effectively communicate our key messages, fostering greater awareness and collaboration around our project.



9. Scientific Publications and Peer-Reviewed Journals

The LEDtech-GROW's results will be communicated to the scientific community mainly through publication in peer-reviewed journals. The target journals will be fundamental and applied in the following areas: physics, chemistry, materials science, and nanotechnology, as well as in journals with an agriculture audience. The LEDtech-GROW will follow the GA rules on open-access publications (Gold or Green). Open-access publications will be available through the project website and deposited into the institutional repository (VinaR.vin.bg.ac.rs), while the research data will be uploaded to the Zenodo.org repository, according to the Data Management Plan.

To date, LEDtech-GROW team members have already submitted three scientific manuscripts (Annex V), it is expected that the scientific production will increase during the upcoming years of the project. Annex V will be updated accordingly.

Guidelines: All publications, all communications (posters, oral presentations in conferences), leaflets, and any other promotional material made by LEDtech-GROW scope, must acknowledge the funding contribution of the Science Fund of the Republic of Serbia, using the following sentence: "This research was supported by the Science Fund of the Republic of Serbia, #GRANT No 10412, LED technology based on bismuth-sensitized Eu³⁺ luminescence for cost-effective indoor plant growth - LEDTECH-GROW."

10. Events

A crucial dissemination action is the organization or participation in events or meetings. The LEDtech-GROW team members will participate in national and international meetings (targeted academic and industrial communities) following the updates in the field. Specialized events, such as scientific congresses, training events, and general public events (e.g., Fairs, Researcher's Night, etc.), are a way to reach a specialized audience and provide good opportunities for knowledge exchange between scientists or industrial exhibitors. The main objective of congresses and training events is knowledge dissemination among the scientific community, while general public events or industrial events are more specific to target the general public and relevant stakeholders, respectively.

So far, LEDtech-GROW members have attended several international conferences, trainings, and general public events (see Annex VI). Our primary goal is to provide young scientists with not only significant knowledge and expertise in the LEDtech-GROW research areas, but also essential skills in Horizon project preparation, writing, and management, as well as important aspects of patent protection and intellectual property rights.

Guidelines: All team members are required to inform the principal investigator about their event attendance and provide details regarding their participation. An annual meeting will be held, allowing all team members to convene, review results, and strategize for the upcoming months of the project.



11. Exploitation Plan

Definition: Exploitation focuses on leveraging the project's results at various levels throughout and after its implementation. It involves key actions to increase the project's visibility and engage target groups, end-users, and stakeholders, facilitating the integration of outcomes into their professional practices. A primary goal of exploitation is to encourage key actors to use the project's main products. Additionally, it plays a crucial role in ensuring the project's sustainability post-completion, as these efforts should promote the effective use of results by the target audience and allow for their application in different contexts, such as other countries, educational or industrial sectors, or fields.

The LEDtech-GROW project aims to develop innovative inorganic nanophosphors for LED technologies, primarily targeting indoor farming and greenhouse applications, with a significant societal impact. This initiative addresses key challenges in sustainable agriculture, enhancing plant growth and resource efficiency. The project has distinct exploitation interests, focusing on knowledge transfer to disseminate research findings effectively, while also committing to industrialization and commercialization to bring these innovations to market. A comprehensive exploitation strategy should be anticipated on how main results, tools, or products can best be used and exploited within the field to which this project is intended.

The project members will be the primary users of the project results, leveraging them through their initiatives or by facilitating exploitation by others, such as making results available under open licenses. Key activities to support this include innovation management, copyright management, developing data management plans, and engaging stakeholders and users. To achieve these goals, common tools may involve patent publications, the establishment of spin-off or start-up companies, licensing practices (including open options), and using the results for academic purposes, such as in PhD research.

IPR Management: The LEDtech-GROW team will participate in specialized IPR management training designed to empower members to pursue patents and protectable innovations. This training will cover various aspects of IP, including the types and statuses of IP (both Background and Foreground) and different exploitation strategies such as patents, licenses, and other protection mechanisms. Regular updates and discussions will ensure that all team members are aligned on IP strategies and responsibilities.

Guidelines: IPR management includes analyses on the intellectual property that is needed or that will be brought to the project (e.g., knowledge and inventions). Every team member is asked to communicate if there is something exploitable in the foreground so that IP protection measures such as patents or trademarks can be implemented. For this purpose, reporting forms will be elaborated and made available upon reasonable request, but will not be available for download from the LEDtech-GROW website. In principle, these reports should contain the following information:

- Identification of specific contribution/role in the development
- Identification of IPR type
- Status of IPR: Exploitation Forms (type and owner) e.g., direct industrial use, patenting, technology transfer, license agreement, publications, standards, etc.
- Partner/s involved expectations



- Confidentiality (Yes/No)
- Innovativeness compared to already existing Products
- Competitive advantages
- Product Positioning Legal or normative or ethical requirements (need for authorizations, compliance to standards, norms, etc.)
- Cost of Implementation (before Exploitation)
- Sources of financing foreseen after the end of the project (for example other grants, etc.)

To maximize the commercial potential of their innovations, LEDtech-GROW team members may conduct a comprehensive market analysis if needed. This analysis will identify:

- *Target Market Size and Trends:* Understanding market demand, growth potential, and emerging trends in LED technologies for agriculture.
- *Potential Partners and Customers:* Identifying key stakeholders, including agricultural producers, greenhouse operators, and technology integrators who can benefit from these advancements.
- *Competitors and Competitive Advantages:* Analyzing existing competitors, their technologies, and positioning to determine how LEDtech-GROW's innovations can offer distinct advantages.

Indicators for Progress: To effectively monitor the implementation of the Exploitation Plan, the project will track several key indicators. These include participation in relevant industrial events, such as conferences, trade shows, and fairs focused on agriculture and LED technologies, to build networks and promote project outcomes. Additionally, attendance at training and informational workshops will be measured to enhance knowledge and skills related to commercialization strategies. Finally, the project will monitor potential patent applications and licensing agreements, here patents filed and agreements established may be indicators of successful intellectual property management.

Following the conclusion of the project, LEDtech-GROW's results are expected to stimulate new collaborative research initiatives, particularly focusing on LED applications for plant growth and sustainability. Continued engagement with industry stakeholders and researchers will be essential to fostering ongoing collaboration and enhancing the commercialization of the project's outcomes.



12. Annexes

Annex I

Microsoft Word (a) and Microsoft PowerPoint (b) documents created to be used in LEDtech-GROW Project

Deliverable title	Project Deliverabl	e information sneet
MARY (DY V)	14 <u>8</u>	Project Ref. No. 10412
	LEDtech-GROW Project	Project Title: LED technology based on bismuth-sensitized Eu ³⁺ luminescence for cost-effective indoor plant growth
		Starting Date: 03/01/2024
-Dtoolo		Duration: 24 months Project Website, https://adtrochynewie.com/
		Deliverable No.: DXY.
		Deliverable Type:
		Contractual Delivery Date:
		Actual Delivery Date:
		Principal investigator: Dr. BOJANA MILICEVIC Abstract: Brief description of the report document
UMINESCENCE FOR COST-EFFECTIVE INDOOR PLANT GROWTH PROGRAM-PROMIS-2024-2025	602	Contributed and reviewed by Approved by PI Dr. Bojana <u>Ulikjenje</u>
Grant Agreement: 10412 Deliverable D <u>X.Y (Deliverable title) Version:</u>		
Contractual Date Delivery: (date)		
	This project is supported by the Science	Fand of the Republic of Serbia, Grant No. 10412;

a)



LED TECHNOLOGY BASED ON BISMUTH-SENSITIZED Eu³⁺ LUMINESCENCE FOR

COST-EFFECTIVE INDOOR PLANT GROWTH



 $_{\rm Page}17$



Annex II

Leaflet, deliverable D4.1 (WP4), April 2024



In light of global urbanization, the key to long-term agricultural develop-ment is a more efficient use of arable land, labor, and modern technology. PROJECT

Indoor plant factories are promising solutions for future horticulture production and food supply to densely populated ur-ban areas. The light-emitting-diode (LED) is revolutionizing general illumination with the promise of enormous energy savings when widespread adoption occurs.

However, current LED technologies for plant cultivation are less developed compared to LEDs for general lighting. LEDtech-GROW offers innovation in the field of LEDs that entirely satisfy the needs of plants and cannot be achieved with any LED technology currently available.

We will develop inorganic phosphors that convert as much electrical energy as possible into a Photosynthetically Active Radiation (PAR) spectrum of plant photoreceptors.



The development of high-efficient and moisture-resistant plant-grow-targeted single-component phosphors based on double- and triple-wavelength emission for the whole PAR spectrum.

Objective Site substitution engineering will be implemented via suitable and efficient energy transfer between $Bi^{3*} \rightarrow Eu^{3*}$ to adjust the multi-color emission of phosphors.

A unique green synthesis based on environmentally acceptable components will be used.



LEDtech-GROW project results will contrib-ute to the development of improved inorganic phosphors and LED technologies for other appli-cations where efficient, high-quality lighting is crucial.

The focus is on the issues in the field of materials science, such as resemblances of emission spectra of phosphors to the PAR spec-trum of plant photoreceptors and fabrication of novel generation of plant-growth-LEDs. rield of ices of

The fabrication of LED devices based on dual- and triple-wavelength emitting single-component phosphors. To fabricate the pc-LEDs, two dis-tinctive strategies will be employed:

Obje 1. The novel LED chip-on-board fabrica-tion strategy that combines near-UV semi-conductor chip and representative triplewavelength emitting plant-grow-targeted single-component phosphor, and

 A strategy that combines blue semicon-ductor chips and representative red and far-red double-wavelength emitting single-component phosphors, which is a com-mon way of white LEDs chip-on-board fab-rection rication.

The outcomes of this project activity can be used to develop new innovative technologies beyond the proposed LED technology for artificial indoor plant growth.



R PLANT GROW

LED TE



Annex III

Article published in Movem magazine, May 2024.



**





>>>

Page L





a je važno istaći da su





≫



JA KAO KLJUČ ZA RNK VAKCIN

63



Annex IV

Poster presentation for youth population at the 15th European Researchers' Night, September 2024.





Annex V

List of scientific publications - to be updated regularly in the DCE Plan and LEDtech-GROW Website

No.	AUTHORS	ARTICLE TITLE	JOURNAL	STATUS
1.	Bojana Milićević, Aleksandar Ćirić , Zoran Ristić, Mina Medić, Abdullah N. Alodhayb, Ivana Radosavljević Evans, Željka Antić, Miroslav D. Dramićanin	Eu ³⁺ - activated Sr ₂ GdF ₇ colloid and nano- powder for biomarker and horticulture LED	Journal of Alloys and Compounds (M21a)	Submitted
2.	Katarina Milenković, Ljubica Đačanin Far, Sanja Kuzman, Željka Antić, Aleksandar Ćirić, Miroslav D. Dramićanin, Bojana Milićević	Red emission enhancement in BaYF5:Eu ³⁺ phosphor nanoparticles by Bi ³⁺ co-doping	Optics Express (M21)	Submitted
3.	Jovana Periša, Sanja Kuzman, Aleksandar Ćirić, Zoran Ristić, Željka Antić, Miroslav Dramićanin, Bojana Milićević	Tuneable red and blue emission of Bi ³⁺⁻ codoped SrF ₂ :Eu ³⁺ nanophosphors for agricultural LEDs	Nanomaterials (M21)	Submitted



Annex VI

List of Poster presentations at scientific congresses – to be updated regularly in the DCE Plan and LEDtech-GROW Website

No.	AUTHORS	PRESENTATION TITLE	CONGRESS	DATE	PLACE
	Katarina	Three-fold	12 th International	June 16-21,	Riga,
	Milenković, Vesna	enhancement of Eu ³⁺	Conference on	2024	Latvia
	Đorđević, Sanja	emission intensity in	Luminescent Detectors		
1.	Kuzman, Jovana	BaYF ₅ nanoparticles	and Transformers of		
	Periša, Bojana	by Bi ³⁺ co-doping	Ionizing Radiation		
	Milićević, Miroslav D.		(https://www.cfi.lu.lv/en		
	Dramićanin		<u>/lumdetr2024/</u>)		
	Bojana Milićević,	Synthesis,	The 7 th International	August 26-30,	Bečići,
	Aleksandar Ćirić,	luminescent	Conference on the	2024	Budva,
	Zoran Ristić, Mina	properties, and	Physics of Optical		Montenegro
	Medić, Ivana	thermal stability of	Materials and Devices		
2.	Radosavljevic Evans,	Eu ³⁺ -doped Sr ₂ GdF ₇	&		
	Željka Antić, Miroslav	red-emitting	The 4 th International		
	D. Dramićanin	nanophosphor for	Conference on Phosphor		
		horticulture LEDs	Thermometry		
			(https://icomonline.org/)		
	Sanja Kuzman,	Synthesis and	The 7 th International	August 26-30,	Bečići,
	Bojana Milićević,	photoluminescent	Conference on the	2024	Budva,
	Jovana Periša,	properties of Bi ³⁺⁻	Physics of Optical		Montenegro
	Aleksandar Ćirić,	codoped SrF ₂ :Eu ³⁺	Materials and Devices		
3.	Zoran Ristić, Željka	phosphor	&		
	Antić, Miroslav	nanoparticles	The 4 th International		
			Conference on Phosphor		
			Thermometry		
			(https://icomonline.org/)		
4	Katarina	Microwave-assisted	The 7 th International	August 26-30.	Bečići
••	Milenković Vesna	solvothermal	Conference on the	2024	Budva
	Đorđević Ivana	method for RhV ₂ F ₁₀	Physics of Optical	2021	Montenegro
	Zeković Zoran	doned with Fu ³⁺	Materials and Devices		1101100110810
	Distić Jovana	doped with Eu	&		
	Doriča Rojana		The 4 th International		
	r crisa, Dujalla Miliéović Miroclav		Conference on Phosphor		
	D Dramiáanin		Thermometry		
	D. Drainicanin		(<u>https://icomonline.org/</u>)		





List of Invited and Oral presentations at scientific congresses – to be updated regularly in the DCE Plan and LEDtech-GROW Website

No.	AUTHORS	PRESENTATION TITLE	CONGRESS	DATE	PLACE
1.	Sanja Kuzman, Bojana Milićević, Katarina Milenković, Jovana Periša, Miroslav D. Dramićanin (Invited talk)	Bismuth-Sensitized Eu ³⁺ Luminescent LED Technology for Effective Indoor Plant Growth	The 3 rd Serbian Conference on Materials Application and Technology – SCOM2024 (<u>https://www.razvoj</u> <u>nauke.org/</u>)	October 16- 18, 2024	Belgrade, Serbia

List of general public events

No.	ATTENDEE	PRESENTATION	EVENTS	DATE	PLACE
1.	Bojana Milićević Jovana Periša	Principal investigators of 30 projects supported under the PROMIS 2023 program were presented at the ceremony	The Science Fund celebrated 5 years since its establishment (https://fondzanauku.go v.rs/2024/03/fond-za- nauku-svecano-obelezio- 5-godina-od-osnivanja/)	March 20, 2024	Belgrade, Serbia
2.	Jovana Periša	Leaflet and promotional material	The 66 th International Fair of Techniques and Technical Achievements	March 21- 24, 2024	Belgrade, Serbia
3.	Bojana Milićević, Sanja Kuzman	Revolutionizing LED technology for plant growth	15 th European Researchers' Night, (<u>https://nocistrazivaca.</u> <u>rs/radionice i program</u> <u>i/ledtech-grow/</u>)	September 27, 2024	Belgrade, Serbia

 $_{\rm Page}24$



List of training events

No.	TRAINING ATTENDEE	TRAINING TITLE	TRAINING ORGANIZED	DATE	PLACE
1.	All team members	How to make the best use unfunded project proposals?	Marija Šola Spasić, coordinator of Management Office projects at Vinca Institute for Nuclear Sciences, National Institute of the Republic of Serbia, University of Belgrade	February 6, 2024	Online
2.	Ljubica Đačanin Far, Bojana Milićević	Training for preparing, writing and managing Horizon projects	, The European Training Academy (EUTA)	February 22, February 23, February 27, March 1, 2024	Belgrade, Serbia
3.	All team members	Protection of Trade Secrets	The Intellectual Property Office of the Republic of Serbia (Lecturer: Aleksandra Mihailović, Asst. Director)	March 5, 2024	Online
4.	All team members	Introduction to Patents	The Intellectual Property Office of the Republic of Serbia (Lecturer: Nataša Milovanović, Head of the Department for Mechanical Engineering, Electrotechnics and General Technology)	March 12, 2024	Online
5.	All team members	International Protection of Inventions	The Intellectual Property Office of the Republic of Serbia (Lecturer: Aleksandra Mihailović, Asst. Director)	March 19, 2024	Online
6.	All team members	Software protection with a patent	The Intellectual Property Office of the Republic of Serbia (Lecturer: Nataša Milovanović, Head of the Department for Mechanical Engineering, Electrotechnics and General Technology)	March 26, 2024	Online
7.	All team members	Compiling an application for the protection of an invention	The Intellectual Property Office of the Republic of Serbia (Lecturer: Jelena Tomić Keser, Head of the Department for Chemistry and Chemical Technology)	April 2, 2024	Online
8.	Bojana Milićević, Sanja Kuzman,	Excel Masterclass	Aleksandar Grašić	Will be held on October	Online

This project is supported by the Science Fund of the Republic of Serbia, Grant No. 10412,

 $\label{eq:left} \textit{LED technology based on bismuth-sensitized Eu^{3+} luminescence for cost-effective indoor plant growth-LED tech-GROW$



Jovana Periša

3,2024

