



Project acronym	CIRCULAR-PV
Project full title	Towards long-lived and recyclable perovskite photovoltaics
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Instrument	Clean Energy Partnership Transition (CETP)
Start date of project	01/01/2025
Duration	36 months
Coordinator	Dr. Maria Hadjipanayi, University of Cyprus

Deliverable D2.1:

Dissemination, Exploitation, Communication Plan

Dissemination Level	Public
Nature	Report
Responsible partner	UCY
Contributing partners	Dyename, UniFr, Soloronix, FZJ
Due date of deliverable	30/6/2025
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Contents

Executive summary	3
1. Purpose of this document	3
2. Target Groups	4
3. Dissemination, exploitation, and communication strategy	4
4. Review and modification of this DEC plan	19

Executive summary

CIRCULAR-PV is a Clean Energy Transition (CET) Partnership project that targets to develop and test innovative circularity strategies combined with low environmental impact manufacturing of perovskite PV modules to achieve reliable, sustainable, recyclable, and potentially lower cost PV. The CIRCULAR-PV consortium comprises of five partners from four countries that bring their expertise together to address the ambitious objectives of this project, namely University of Cyprus (Cyprus), which is also the Coordinator, the University of Freiburg (Germany), the Forschungszentrum Jülich (Germany), Solaronix (Switzerland), and Dyenamo (Sweden). The CIRCULAR-PV partnership will strive to investigate eco-design modules outdoors in terms of their lifetime and stability studying links between material recovery and degradation pathways generated by real field operation. Moreover, it will aim to demonstrate successful material recovery without substantial quality loss and to study the feasibility of re-manufacturing eco-friendly PV. Ultimate target of the project is to achieve effective recycling of eco-friendly perovskite modules without sacrificing long-term stability and efficiency.

CIRCULAR-PV is expected to lead to minimisation of use of critical raw materials, to new circularity-by-design approaches, to the demonstration of the feasibility of scaling up perovskites using sustainable green approaches, circularity designs, and pre-industrial processes, as well as to the demonstration of the technology (in terms of stability and in terms of circularity effectiveness) in different climatic conditions in Cyprus and in Germany. The project's official launch date was January 2025, and it is scheduled to run for 36 months.

This document is a deliverable of Work package 2 of CIRCULAR-PV (WP2. Dissemination & Exploitation Activities) and presents a plan for disseminating, exploiting, and communicating activities and outcomes of the project to target audiences towards maximizing the impact of the project and raising awareness to the results and their potential for real market update.

1. Purpose of this document

This report elaborates the Dissemination, Exploitation and Communication (DEC) plan of the project and aims primarily to bring together in one document the mechanisms and tools that will be utilized for disseminating effectively the activities and results of the project reaching the intended stakeholders. The document describes the framework for all communication and dissemination actions to be carried out in the CIRCULAR-PV project.

Additionally, the DEC document outlines key areas of exploitation that can be identified at this stage which will be pursued by the consortium. The quantitative indicators set for monitoring the effectiveness of this DEC plan are also presented in this report. The plan will essentially serve mainly as a reference for the consortium partners and will be a living document dynamically updated as the project progresses.

2. Target Groups

The key target groups within the project and external to the project were identified in the proposal stage and are defined in Table 1 below:

Table 1: Description of target audience.

Group		Target Audience
A	Scientific community	Researchers from Universities and research centres active in PV research particularly focusing on the topics of perovskite PV, PV Circularity and PV Sustainability.
		Partner scientific networks.
		Ongoing EU and other funded projects (national, regional, etc.) that might share synergy with CIRCULAR-PV
B	Industrial stakeholders	Industry, SMEs, start-ups, spin-off companies that work on solar energy, perovskite-PV, PV and BIPV, circular economy topics; investors in PV energy and end-users; possible industrial up-takers in the field.
C	Technology-innovation platforms	EU and international technology-innovation platforms and working groups that hold discussions on PV (e.g. IEA PVPS Tasks 12 and 13, ETIP PV, EERA-PV, working groups for PV (IWG PV), PVQAT Tasks 8 and 15).
D	General public	This is the non-technical target group and it includes the wider audience in the partner countries and beyond. Also, schools, municipalities, local and regional authorities, local media, local knowledge transfer networks and NGOs focusing on energy, circularity, sustainability, environment issues (e.g. Cyprus Energy Agency, IDEOPSIS, SolarTAP), policymakers.

3. Dissemination, exploitation, and communication strategy

3.1. Objectives

The main objectives of this DEC plan are:

- Create an appropriate dissemination, communication, and exploitation strategy for CIRCULAR-PV
- Provide guidelines to the consortium for tools and activities for communication
- Identify target audience and define dissemination and communication tactics and dedicated channels for each target group.
- Create a 'manual' regarding the visual identity of the project in order to guarantee uniform use of the graphics by all partners
- Define key performance indicators (KPI) for monitoring the impact of the DEC activities.
- To present a possible exploitation route that will be explored by the consortium.

To achieve the effective dissemination and communication of CIRCULAR-PV activities, all consortium partners will need to exhibit a proactive participation approach under the supervision of UCY which leads Task 2.1 (Dissemination, Exploitation and Communication strategy). The information resulting from dissemination and communication activities will be managed according to the Data Management Plan (D1.2) of CIRCULAR-PV.

3.2. Key messages

Some of the key messages that CIRCULAR-PV partners will strive to convey to each target group accordingly for higher impact are the following:

- Raising awareness of the mission, vision, and potential impact of CIRCULAR-PV.
- Engaging suitable stakeholders in project activities towards fulfilling the project goals
- Disseminating new knowledge generated
- Transferring knowhow and recycling approaches from the project to the scientific community and other stakeholders in Europe and worldwide (e.g. industry).

3.3. Guidelines of dissemination of results

The consortium partners shall disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protections of intellectual property, security rules or legitimate interests.

During the Project and for a period of 1 year after the end of the Project, the Dissemination of own (including jointly-owned) Results by one or several project partners including but not restricted to publications and presentations, shall be governed by specific provisions. Prior notice of any planned publication shall be given to the other partners at least 45 calendar days before the publication. Any objection to the planned publication shall be made by written notice to the coordinator and to the partner or partners proposing the Dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, publication is permitted. Moreover, a partner shall not include in any Dissemination activity another partner's Results or Background without obtaining the owning partner's prior written approval, unless they are already published. Please refer to the Consortium Agreement (Section 9.4) of CIRCULAR-PV [1] for more details regarding the dissemination policy that will be followed in the project.

3.4. Tools

The consortium will employ a balanced combination of dissemination and communication tools and channels (digital and offline technologies) to provide an effective and efficient information flow from and around the CIRCULAR-PV project, disseminating results, building awareness and reaching out to targeted audiences. In particular, indicative communication channels (which may be updated/modified as needed) will include:

- Project website
- Social media accounts
- Participation and organization of events (e.g. conferences, symposiums, workshops, networking events, etc.)
- Press releases, brochures, posters, and publications
- External exhibitions and industry fair

3.4.1. Brand identity and guidelines

In order to establish the project's online reputation and brand identity, a distinct visual identity and branding that can be strongly associated with CIRCULAR-PV has been developed. A manual of images, containing the project's logo, fonts, color palette, and backgrounds, have been designed (see

Facebook profile and cover picture example



Figure 1). In addition to the project logo, templates using the project's brand identity were designed for use i.e. templates for presentations, posters, deliverables, etc (more information in the Quality Assurance Plan of the project).





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Colour Palette



#6BC69F
R 107
G 198
B 159



#006B7A
R 0
G 107
B 122



#314F90
R 49
G 79
B 144



#040948
R 4
G 9
B 72

Logo in Greyscale and Monochrome



CircularPV



CircularPV



CircularPV



CircularPV



CircularPV

CircularPV



CircularPV



CircularPV

Logo usage

Please use the provided logos in the appropriate format (PNG or SVG) and scale **proportionally**, without stretching or altering the original aspect ratio nor changing the original logo design in any way.



Republic of Cyprus



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Swedish
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SOLARONIX

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Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
by the German Bundestag



Proposed Fonts

Comfortaa Bold
Comfortaa SemiBold
Comfortaa Regular

for headings & subheadings.

Verdana Regular
Verdana Italic (for emphasis only)

for long text (paragraphs).

This is an example of a heading

Here are a few lines of text to create an example of a paragraph. The goals of the Open Font License (OFL) are to stimulate worldwide development of collaborative font projects, to support the font creation efforts of academic and linguistic communities, and to provide a free and open framework in which fonts may be shared and improved in partnership with others.

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Facebook profile and cover picture example



Figure 1: CIRCULAR-PV project branding and guidelines.

3.4.2. Acknowledging CET Partnership support

All the documents generated by the project will need to adhere to the Communication guidelines of the CETP program [2] and the requirements of the respective national funding agencies regarding funding acknowledgement and this will also be checked at the review process. In particular, according to the Communication guidelines of the CETP program, situations where the CETPartnership, the European Commission, and the funding organisations must be acknowledged are:

- When writing articles, book chapters or reports totally or partly based on results from a project funded through the CETPartnership.
- When preparing a visual presentation totally or partly based on results from a project funded through the CETPartnership.

In addition, according to the Communication guidelines of the CETP program, when signing a document, the funding organisations of all the partners involved in the project (and e.g. not only the funding organisation of the team who is leading the publication) must be acknowledged.

The following funding acknowledgement will be included in **all written documents** in printed or digital form, including papers published in scientific journals, policy briefs, and documents communicated to external stakeholders (e.g. the public, scientific community, etc.) and to the Commission as reporting documents:

“This research was funded by CETPartnership, the Clean Energy Transition Partnership under the 2023 joint call for research proposals, co-funded by the European Commission (GA N°101069750) and with the funding organizations detailed on <https://cetpartnership.eu/funding-agencies-and-call-modules>. CIRCULAR-PV project is also co-funded by the EU within the framework of the Cohesion Policy Programme “THALIA 2021-2027, through the Research & Innovation Foundation (EP/CETP/0923/0009).”

Lastly, in any **visual material** (e.g., PowerPoint presentations, posters, social media visuals, videos, or the project’s website), it is mandatory to include the CETPartnership logo and the EU emblem (Figure 2), along with the logos of the relevant funding organisations (Figure 3).



Figure 2: CETPartnership logo and the EU emblem.

Figure 3: Logos of the relevant funding organizations.

Please refer also to the Operational Guidelines issued on ‘The use of the EU emblem in the context of the EU Programs 2021-2027’ [3].

3.4.3. CIRCULAR-PV website

To provide all relevant information about the project, the partners, public reports, news and the evolution of CIRCULAR-PV throughout its lifecycle, the project website has been created to serve as a gateway to project activities and results for the consortium as well as for the external target audience. The CIRCULAR-PV website was created using the visual identity/branding of CIRCULAR-PV.

The URL of the project is <https://www.phaethon-coe.eu/circularpv/> and it has been designed in-house by UCY. The Management Team of the Coordinating institution will be regularly updating the website with news, events, and project activities and results. All partners will be responsible in regularly contributing to the contents of the website. The website is already linked to the official project’s social media profiles to increase the visibility of the project’s activities and results as well as keep a good interaction with the various target groups. All dissemination activities from the consortium members (both, individual or joint activities) will be disseminated and promoted through the project website. Some screenshots of the current version of the website are displayed in Figures 4 - 6.

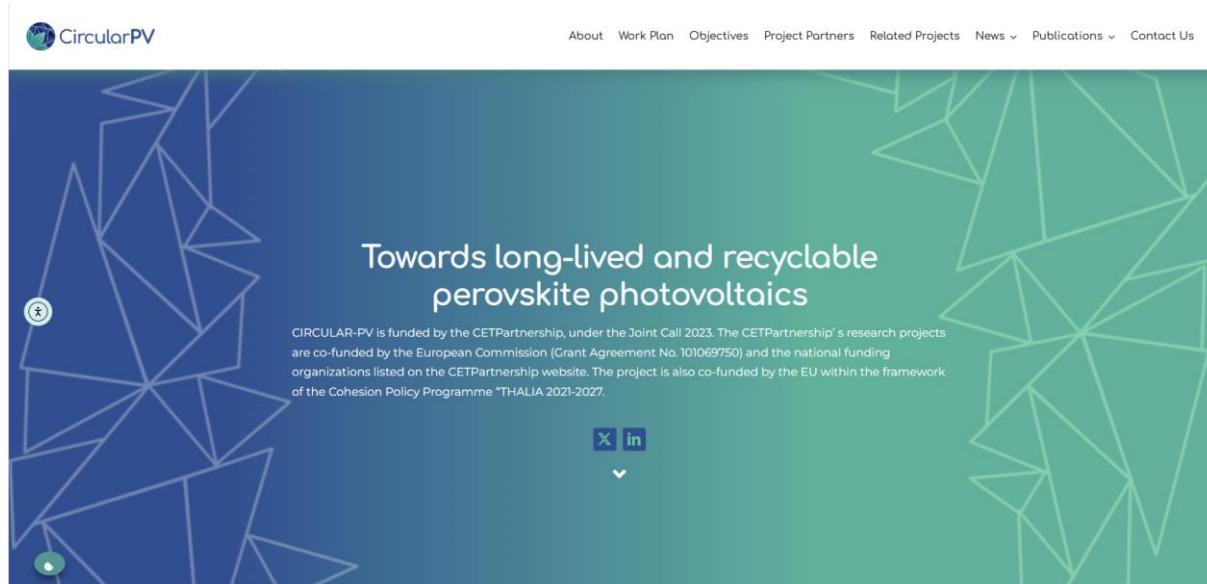


Figure 4: CIRCULAR-PV website: homepage (top part).

Upcoming Events

Project Partners



Figure 5: CIRCULAR-PV website: homepage (bottom part).

CircularPV/ Objectives

CIRCULAR-PV aims to develop and put to the test innovative circularity strategies combined with low environmental impact manufacturing of perovskite-based PV modules for the purpose of achieving reliable, sustainable, recyclable, and potentially lower cost PV modules. The minimization of the environmental impact throughout the whole lifecycle of the modules will be a priority in this project. The ultimate target is to achieve effective recycling of eco-friendly perovskite PV modules without sacrificing long-term stability and efficiency. The specific objectives are:

- To investigate the feasibility of using fully eco-friendly perovskite module manufacturing approaches for stable and almost 100% recyclable devices. E.g. In-free electrodes, Cs-free absorbers, eco-friendly solvents, eco-friendly 'hermetic' sealings, low energy fabrication processes, etc.
- To demonstrate sustainable eco-design perovskite modules with efficiency >18% that pass at 1000h of IEC/ ISO5 indoor aging (damp heat, thermal cycling, operational stability tests)
- To study the field lifetime of the above sustainable eco-design devices through subjecting them to long-term outdoor aging at two different climatic locations
- To design appropriate aging protocols for circularity strategies for perovskite-based PV.
- To study the link between material recyclability and degradation pathways generated by real field operation as well as by indoor accelerated aging tests.
- Through the feedback loop between module manufacturing and material recovery, to demonstrate successful material recovery (>95%) without substantial quality loss.
- To study the feasibility for re-manufacturing eco-friendly perovskite modules of similar efficiency to 'virgin' modules using recycled material with different degrees and pathways of degradation.
- To maximize economic benefits associated with the modules through selection of non-critical materials, less energy-intensive fabrication and scalable/pre-industrial processes, module reliability optimization.

Figure 6: CIRCULAR-PV website: Objectives section.

3.4.4. CIRCULAR-PV social media

In order to raise awareness about the project's progress to a diverse spectrum of external stakeholders, the dissemination and communication activities from the consortium members (both, individual or joint activities) will be disseminated and promoted through the social media of the project in addition to using the project website. The partners will be encouraged to submit regularly material to the Management Team of CIRCULAR-PV regarding their project or project-related activities. It is expected that as social media are quick and low-cost channels, we will be able to keep stakeholders interested throughout

the project as well as reach out with project progress and results to groups and communities who aren't generally present at any event or conference. A CIRCULAR-PV LinkedIn account (<https://www.linkedin.com/showcase/circularpv/>) and X account (<https://x.com/CircularPv>) have been created and will mostly be used to provide information about the most recent project updates, new events, conversations, and news. Snapshots from the two social media accounts can be found below.



Figure 7: X webpage of Circular-PV.



Figure 8: LinkedIn webpage of CIRCULAR-PV.

3.4.5. Presentations at international events

The CIRCULAR-PV partners share the obligation to disseminate all major project successes (in research, innovation, joint activities, etc.) during and after the execution of the project. It will be very important, and encouraged, for consortium members to attend and regularly be involved in local, national and international events such as conferences, workshops, seminars, webinars, networking initiatives, etc. to ensure the greatest level of dissemination, exploitation, and communication of the project activities and results. In such events, partners will be able to present the Foreground of CIRCULAR-PV project as well as their own scientific research within the scope of the project.

Additionally, the partners should also strive to interact and reach out to the intended target audience through organization of targeted dissemination/awareness events which may also include Laboratory tours.

Table 2 presents the dissemination activities performed by the consortium members since the beginning of CIRCULAR-PV. It is expected that as the project advances, there will be much more findings and outputs generated from the project which will help to increase the organization and participation in dissemination and communication activities. The table will be updated in the upcoming versions of this DEC plan.

Table 2: Dissemination activities of CIRCULAR-PV consortium members.

Date	Name of event	Type	Location	Title of presentation	Type of presentation	Participant / Presenter
6/3/2025	CETP CM2024-03A/03B Advanced renewable energy (RE) technologies for power production (TRI2) Projects onboarding Meeting	Meeting	Online	CIRCULAR-PV : Towards long-lived and recyclable perovskite photovoltaics	Oral	Elias Peraticos
20/5/2025	FUTURE PV	Workshop	Cyprus	CIRCULAR-PV : Towards long-lived and recyclable perovskite photovoltaics	Oral	Vasiliki Paraskeva

CIRCULAR PV participated in two scientific and networking events the first six-months of the project.



On 6th March CIRCULAR-PV project participated in the first CETPartnership Projects Onboarding Meeting and presented an overview of the upcoming activities. The event was online. This event served the purpose of giving insights to other CETP running projects in this way creating opportunities for new connections with similar projects for sharing approaches, knowledge and results.

Moreover, CIRCULAR-PV joined forces with 13 other European projects (Figure 9) to deliver the FuturePV workshop (titled: Future-Proofing Perovskite PV: Innovations in Upscaling, Reliability, and Circularity ([FuturePV](#))), an event hosted/organized by the Twinning project TESTARE (lead partner: UCY; Grant agreement number 101079488).



Figure 9: Screenshots for the FuturePV website showing also the projects involved in this initiative.

The target of this workshop was to bring together the perovskite scientific community and industry to discuss the latest developments in the field and allow for impactful networking as well. The three-day workshop included keynote speeches, research presentations, interactive panel discussions and social events. Among others the

workshop included projects synopsis where a brief overview of each project was provided to the audience. CIRCULAR-PV project overview was provided by the UCY member Dr. Vasiliki Paraskeva. The participants were introduced to the activities of the recently started CIRCULAR-PV project as well as to next activities to take place. The event was with physical presence and attracted 69 participants from across the world in total. Networking and discussions took place before and after the event.



Figure 10: Photos from the FuturePV workshop: CIRCULAR-PV presentation (left) and banner of the project at the event entrance (right).

3.4.6. Awareness-raising activities and networking

The project foresees awareness-raising and outreach activities towards transferring knowledge and lessons learned to the broader scientific community, industry, and the general public.

The consortium aspires to engage citizens, civil society, NGOs etc to the project's activities and results through the project's social media, website, newsletters, press releases etc. as well as through events. In particular, the following are envisaged to take place during the project:

- Organization of local / regional workshops: 1 in Cyprus with potential MENA country stakeholder participation and 1 in Germany
- Participation in at least 2 external exhibitions and industry fairs
- Organization of at least 1 annual scientific/technical webinar
- Organization of at least 2 outreach activities annual for general communication such as lab tours, open days, popular scientific summaries, etc.

The following table will be used for highlighting the activities delivered towards awareness raising during the project.

Table 3: Awareness raising – outreach activities during the project.

Date	Name of event	Type	Location	Organized by	Target group	Number of participants
------	---------------	------	----------	--------------	--------------	------------------------

Co-financed by

Supported by:

				CIRCULAR-PV? (partner)		

As concerns networking, the partners envisage to undertake networking with other relevant research projects for knowhow transfer, building on results obtained, exchanging ideas on addressing challenges and for creating opportunities for further joint work. Some preliminary efforts are shown below.

Table 4: Networking efforts in CIRCULAR-PV.

EU projects or research labs approached	Purpose of networking initiation/effort	Status
CETP TANDEM project	Explore collaboration possibilities between CIRCULAR-PV and TANDEM projects	Preliminary discussion with TANDEM project coordinator (30/4/2025); explored the synergy interests of each project.

3.4.7. Publications in CIRCULAR-PV

The most important findings, results, and activities will be published in scientific journals, conference proceedings, posters in conferences, public deliverables, and other communication means (e.g. press releases, e-newsletters, brochures, etc.). The focus will be on the peer-review journal publications and proceedings as these will essentially disseminate the core findings of the CIRCULAR-PV project. Increased joint scientific publications will be an indicator of successful implementation of the scientific actions. The aim will be to target (as much as possible) high impact factor journals.

As concerns open science, the project will follow the approach ‘as open as possible, as closed as necessary’, in line with the EU’s open science policy. Project results will be disseminated in peer-reviewed journals in open access modality and, as much as possible, at scientific conferences following open science practices. Open access publications (articles, other) will be deposited to a selected open access repository in particular on Zenodo ([CIRCULAR-PV on Zenodo](#)). The project will also make use of open peer review service offered by the Open Research Europe (ORE) which is an open access publishing platform supporting data deposition and sharing. Furthermore, publication of preprints prior to peer review and journal publication will be made available on a preprint platform (OpenAIRE-compatible).

Table 5 presents the communications submitted or published by the consortium members since the beginning of CIRCULAR-PV. This table will be updated as the project progresses and reported in the next DEC plan updated versions of the project.

Table 5: Communication published until 30/6/2025 by the CIRCULAR-PV consortium members

Type	Date	Authors	Title	Journal /Proceedings/ other	Status	DOI	Open Access
Press Release	18/3/2025	M.Hadjipani	CIRCULAR-PV: New project advances long-lived and recyclable perovskite photovoltaics as a pivotal part of the Energy Transition	Press release UCY	Published	N/A	Yes
Press Release	18/3/2025	M.Hadjipani	University of Cyprus: CIRCULAR-PV: New European project contributing to the energy transition through the development of perovskite photovoltaics with innovative ecological methods	European Office Cyprus website	Published	N/A	yes
Press Release	18/3/2025	M.Hadjipani	CIRCULAR-PV: New project advances long-lived and recyclable perovskite photovoltaics as a pivotal part of the Energy Transition	CIRCULAR-PV LinkedIn	Published	N/A	yes
Newsletter	4/2025	M.Hadjipani	New Project advances long-lived and recyclable perovskite photovoltaics as a pivotal part of the Energy transition	CIRCULAR-PV website (and Zenodo)	Published	10.5281/zenodo.15767384	Yes
Banner	20/5/2025	M.Hadjipani	Towards long-lived and recyclable perovskite photovoltaics	FuturePV workshop projects' display	Made public	N/A	N/A

3.5. Key quantifiable results

An overview of the planned Dissemination and Communication activities and channels toward the targeted audience are identified in Table 6 **Table** together with associated Key Performance Indicators (KPI) for each activity. The target audiences were identified in Section 2 of this DEC plan. The KPIs were estimated based on the CIRCULAR-PV proposal specific objectives.

Table 6: KPI associated with the dissemination and communication activities of CIRCULAR-PV.

Activity	Target Audience				KPI		Updates until 30/6/2025
	SC	IC	TIP	GP			
Project website and social media (Twitter, LinkedIn)	x	x	x	x	News/posts	> 100 (from all media and for whole CIRCULAR-PV duration)	3 (2 press releases March 2025: 1 website, 1 LinkedIn; 1 newsletter on website)
Electronic communications	x	x	x	x	press releases	> 2 annually	3 (March 2025)
					e-newsletter	1 annually	1 (on website & Zenodo)
					e-flyer	1	
Print media e.g. banner, posters	x			x	project banner	At least 1 banner for event hosting	1 (FuturePV workshop May 2025)
Scientific Publications	x	x			peer-review publications	> 3	0
External exhibitions and industry fairs	x	x			External exhibitions and industry fairs	At least 2	0
International conferences	x	x	x		scientific conferences	> 2 annually	1 (FuturePV workshop May 2025)
Scientific/technical webinars	x	x			webinar	> 1 annually	0
Regional workshops	x	x	x	x	workshops	1 regional workshop in Cyprus with potential MENA countries stakeholder involvement 1 regional workshop in Germany	0
General communication and outreach activities (lab tours, open days, popular scientific summaries, etc.)				x	outreach activities	> 2 annually	1 (Networking with TANDEM project (CETP))

3.6. Exploitation plan

The consortium partners will search for opportunities during and after the project to exploit the results of CIRCULAR-PV in the best possible way. The exploitation measures will target on capitalizing on the project results and learning outcomes towards development of further (research and non-research) activities in the topic of interest e.g. new projects, further publications IP generation (patent and licence materials, designs and methods), new collaborations, commercialization (new materials, methods, machinery and PV modules), contributions to energy policy development/improvement. The exploitation routes for key expected results within CIRCULAR-PV project are demonstrated in Table 7. The targets (KPIs) were estimated based on the CIRCULAR-PV proposal exploitation plan. During consortium meetings, the results and outputs of the project will be evaluated for exploitation possibilities using as a (first) guide the exploitation plan in Table .

Table 7: Exploitation activities and KPIs.

Type of exploitation	KPI	
Using the project results and learning outcomes in the development of further (research and non-research) activities	Number of new initiatives, projects, and activities launched. (incl. Research, networking, other activities)	>3
Designing and testing experimental setups and equipment for assessing perovskites	Prototype solutions at test/validation level	1
Eco-design and testing low environmental impact materials	New modules designs for stable, eco-design perovskite devices	>2
Adopting new manufacturing processes for eco-design perovskite modules	New manufacturing processes for fabrication of low environmental impact materials	>1
Testing methods, materials, processes and equipment towards hermetic encapsulation of eco-design modules	Number of different hermetic encapsulation in PV modules	>1
Testing perovskite module recycling methods	Number of different methods and processes for perovskite modules recycling	>2

4. Review and modification of this DEC plan

This is the first DEC plan developed in CIRCULAR-PV. It is expected to be used as a guide for consortium members to ensure correct and effective implementations of communication and dissemination activities, maximizing project impact.

5. References

- [1] Consortium Agreement of CIRCULAR-PV project, Final signed version, 03/10/2024
- [2] CETP Communication guide for funded projects, January 2025, Version 1.0
- [3] 'The use of the EU emblem in the context of the EU Programs 2021-2027', Operational Guidelines for recipients of EU funding, March 2021, doi:10.2775/243360

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