



D7.3 Dissemination Plan

WP7 DISSEMINATION & COMMUNICATION

Grant No. 101007166

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Project Coordinator: IMDEA Energy

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DOCUMENT CHANGE CONTROL

VERSION NUMBER	DATE OF ISSUE	AUTHOR	BRIEF DESCRIPTION OF CHANGES
V1	04/06/2021	MARISA MARTÍNEZ (FHα)	DISSEMINATION PLAN FIRST DRAFT
V2	21/06/2021	MARISA MARTÍNEZ (FHα)	FINAL DISSEMINATION PLAN; SUBMITTED



EXECUTIVE SUMMARY

The purpose of the 'Deliverable 7.3 Dissemination Plan' (DP) is to describe the means to guarantee maximum dissemination of the eGHOST Project and become a guidance document for the eGHOST partners' dissemination activities. Through different targeted activities, dedicated dissemination tools and appropriate channels, the eGHOST project will ensure optimal dissemination and promotion to the main stakeholders in the field.

The eGHOST DP is conceived as a living document that will be reviewed and updated every year. The updated versions will enable the evaluation of past and planning upcoming activities.



CONTENTS

DOCUMENT CHANGE CONTROL	3
EXECUTIVE SUMMARY	4
CONTENTS	5
LIST OF FIGURES	6
LIST OF TABLES.....	7
ABBREVIATIONS	8
1. INTRODUCTION/OBJECTIVES	9
2. H2020 GUIDELINES and MANDATORY REQUIRMENTS	9
3. WORKPLAN	11
4. DEFINITION AND MONITORING	11
5. ENGAGING SCIENTIFIC COMMUNITY	14
5.1 Industrial magazines	14
5.2 Scientific journals	14
5.3 Conferences and events	15
5.4 Open-access publications	15
5.5 eGHOST Symposium.....	17
5.6 Cross collaboration with other projects	17
6. DISSEMINATION TOOLKIT	18
6.1 Press Release	18
6.2 Newsletter	20
6.3 eGHOST Website.....	20
6.4 Document management tool: Nextcloud	21
6.5 Social Media.....	22
7. TRAINING.....	23
8. MONITORING	24
8.1 Key Performance Indicators.....	24
8.2 Dissemination Log	25
9. CONCLUSIONS.....	25
ANNEX I. TUTORIAL ON ZENODO eGHOST COMMUNITY– OPEN REPOSITORY.....	26



LIST OF FIGURES

FIGURE 1 JU AND EC LOGOS	10
FIGURE 2 WORKPLAN GANTT AS OF JUNE 2021	11
FIGURE 3. 1 ST PRESS RELEASE (M6)	19
FIGURE 4. WEBSITE LOOK AND FEEL	20
FIGURE 5. MY EGHOST PRIVATE SECTION.....	21
FIGURE 6. PARTNERS INTRANET	21
FIGURE 7. TWITTER PROFILE PUBLISHED	22
FIGURE 8. LINKEDIN PROFILE PUBLISHED	23



LIST OF TABLES

Table 1 Relationship between Communication and Dissemination.....	11
Table 2 Communication VS Dissemination	12
Table 3 Main target, themes of interest and dissemination tools	13
Table 4 Cross-collaboration projects.....	18
Table 5 Key Performance Indicators	24



ABBREVIATIONS

CA	Consortium Agreement
CP	Communication Plan
D	Deliverable
DP	Dissemination Plan
EC	European Commission
FCH	Fuel Cells and Hydrogen
GA	Grant Agreement
JU	Joint Undertaking
LCSA	Life Cycle Sustainability Assessment
M	Month
PC	Project Coordinator
WP	Work Package
WPL	Work Package Leader



1. INTRODUCTION/OBJECTIVES

The objective of the dissemination plan is to identify and organise the activities to be performed to maximise the influence/impact of the project and to promote the project results.

2. H2020 GUIDELINES AND MANDATORY REQUIREMENTS

According to the signed General Agreement (GA) (Article 29), and unless it goes against their legitimate interest, eGHOST Partners must disseminate its results disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

Besides, the eGHOST Consortium Agreement (CA) also states (Article 8.4), that up to 1 year after the end of the project, the dissemination of own results by one or several parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions:

Prior notice of any planned publication shall be given to the other Parties at least 30 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 15 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

VISIBILITY OF JU FUNDING AND SUPPORT FROM JU MEMBERS (ACKNOWLEDGE)

In agreement with the signed GA (Article 29.4), three elements MUST always be added to every dissemination material:



1) The acknowledgement sentence:

"This Project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU), under Grant Agreement N° 101007166. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe Research"

"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under Grant Agreement No 101007166. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe Research".

2) The logos (**jError! No se encuentra el origen de la referencia.**):



FIGURE 1 JU AND EC LOGOS

Several versions of the FCH JU logo and the EU emblem will be available on the eGHOST Intranet.

3) Disclaimer excluding JU responsibility

Any dissemination activity related to the action must indicate that it reflects only the author's view and the JU is not responsible for any use that may be made of the information:

"This communication reflects only the author's view and the JU is not responsible for any use that may be made of the information it contains."



3. WORKPLAN

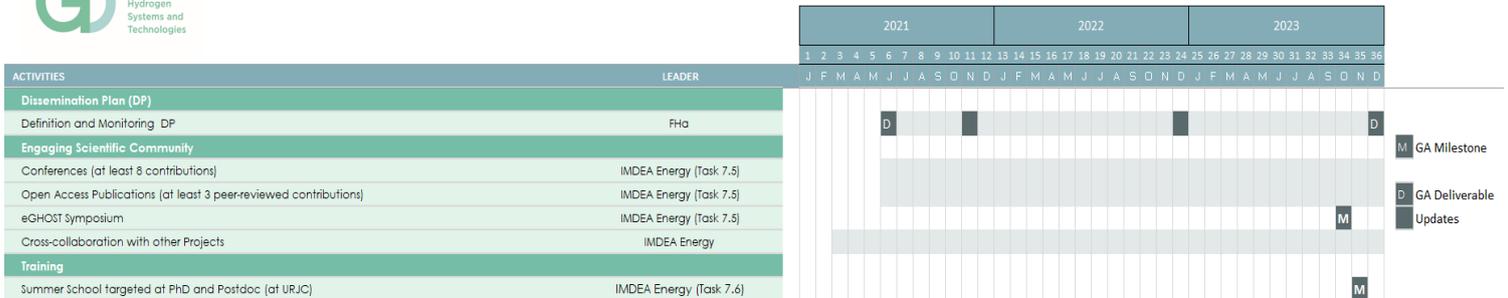


FIGURE 2 WORKPLAN GANTT AS OF JUNE 2021

4. DEFINITION AND MONITORING

WHAT IS DISSEMINATION

Dissemination is about describing and making available results so that they can be used. In fact, dissemination aims at maximising the impact of eGHOST research results in the public domain. Therefore, the target audience of dissemination activities is any potential user of the project results: the scientific community, stakeholders, industry, policymakers, investors, civil society, etc.

Consequently, listing all types of potential primary and secondary results in a dissemination plan is very important, as well as their target audience and the means to achieve them: scientific papers, public databases, workshops, etc. All results that are not restricted due to intellectual property protection, security rules, or legitimate interests can be used for dissemination goals.

Table 1 Relationship between Communication and Dissemination

COMMUNICATION	DISSEMINATION
PROJECT AND RESULTS	RESULTS ONLY
MULTIPLE AUDIENCES	INTERESTED AUDIENCES
INFORM AND ENGAGE SOCIETY	ENABLE USE OF RESULTS



Table 2 Communication VS Dissemination

← INFO ABOUT PROJECT INFO ABOUT PROJECT/ RESULTS MAKING RESULTS AVAILABLE FOR USE →		
NEWSLETTER	PROJECT WEBSITE	SCIENTIFIC PUBLICATIONS
PRESS RELEASE	VIDEOS, INTERVIEWS	TRAINING WORKSHOPS
FACTSHEET	ARTICLES IN MAGAZINES	SHARING RESULTS ON REPOSITORIES
BROCHURES	OPEN DAYS	
SOCIAL MEDIA	CONFERENCES, EVENTS, WEBINARS	

MAIN OBJECTIVES

The main objectives of the dissemination work package (WP7) are:

- Develop and update a clear dissemination strategy and a clear plan.
- Create awareness of eGHOST activities and promote the outcomes to all the stakeholders.
- Create awareness of eGHOST scientific and technical publications within European academia & research organisations.
- Promote exchange with stakeholders of other projects and countries.

The two main points of the eGHOST dissemination strategy are to:

- Demonstrate that eGHOST will be the first milestone for the development of eco-design criteria in the European hydrogen sector.
- Highlight eGHOST benefits, through its own distinctiveness.

The dissemination activities will be aimed at the target audiences and will include:

- Development and maintenance of a public website for control and distribution between project partners and public.
- Organisation of eGHOST Symposium and contributions to conferences.
- Participation in relevant meetings and trade events to present the project's progress and results at EU level.
- Training activities on eco-design of FCH products.
- Open Access publications in peer-reviewed scientific journal.



- Cross-collaboration with other related projects under the same funding call: SH2E (GA No 101007163) and BEST4Hy (GA No 101007216).

TARGET AUDIENCE

Considering dissemination activities, eGHOST Consortium will target these types of audience:

- Academic and Scientific Communities;
- Major stakeholders in the hydrogen sector. Mainly, but not limited, to hydrogen energy systems analysts, eco-design scientists, and the life cycle assessment community;
- Hydrogen businesses;
- Policymakers at regional, national and EU-level.

The outcomes and knowledge which this project will generate will have relevance across these audiences in different ways. We anticipate each audience type will be interested in themes and project outputs in the following manner:

Table 3 Main target, themes of interest and dissemination tools

Target	Themes of interest	Dissemination tools
Academic and Scientific Communities	Technical and scientific objectives	<ul style="list-style-type: none"> - Academic papers (scientific journals) - Workshops, conferences.
Major stakeholders in the hydrogen sector	Application of project outcomes	<ul style="list-style-type: none"> - Website - Newsletters - Flyers - Trade events - Workshops, conferences - Press releases, blogs - Focused news/emails - Social media (Twitter, LinkedIn feeds)
Hydrogen businesses	Application of project outcomes	<ul style="list-style-type: none"> - Website - Newsletters, flyers - Trade events - Workshops, conferences - Press releases, blogs - Focused news/emails



		<ul style="list-style-type: none"> - Social media (twitter, LinkedIn feeds)
<p>Policymakers at regional, national and EU-level</p>	<p>Impact of potential application of project outcomes</p>	<ul style="list-style-type: none"> - Website - Workshops, conferences - Social media (twitter, LinkedIn feeds) - Newsletters
<p>General Public</p>	<p>Information Impact of potential application of project outcomes</p>	<ul style="list-style-type: none"> - Social media (twitter, LinkedIn) - Press releases - Website

5. ENGAGING SCIENTIFIC COMMUNITY

We use the term **scientific engagement** to refer to engagement with the members of an organisation, association, community of practice, or research group within the field of the project, rather than public engagement. To engage and connect with them, we will provide them with these different inputs and channels.

5.1 Industrial magazines

All the partners are encouraged in publishing project information in magazines taking advantage from their institutional communication networks in their different territories. The project results will also be published through articles mainly in specialised press and scientific journals in the field of life cycle management and energy.

5.2 Scientific journals

Furthermore, the eGHOST partners will apply for the publication of the project's results in international high impact factor journals in the related fields.

The publication of scientific articles on journals must be in open access (see section 5.4 Open-access publications).



5.3 Conferences and events

Academic conference or research conference will be held. During this event the researchers attend to present their findings and hear about the latest work within their field. It is important to be where our key target is.

At least 8 contributions to conferences will be issued, participating in events such as:

- World Hydrogen Energy Conference;
- SETAC Europe Annual Meeting;
- eGHOST Day.

5.4 Open-access publications

The scientific community will be involved by means of the open-access publication of at least 3 articles in scientific journals in the field of life cycle management and energy (e.g., Science of the Total Environment, International, Journal of Hydrogen Energy, etc.).

According to Article 29.2 of the eGHOST Grant Agreement, each partner must ensure open access to all peer-reviewed scientific publications relating to its results.

In particular, it must:

(a) **as soon as possible** and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication **in a repository for scientific publications**;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications, as described on the eGHOST Data Management Plan (Deliverable D1.3 issued on M6).

(b) **ensure open access to the deposited publication** — via the repository — at the latest:

- (i) **on publication**, if an electronic version is available for free via the publisher,
- or (ii) within six months of publication** (twelve months for publications in the social sciences and humanities) in any other case.



(c) **ensure open access** — via the repository — **to the bibliographic metadata** that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms "Fuel Cells and Hydrogen 2 Joint Undertaking", "European Union (EU)" and "Horizon 2020";
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier (e.g DOI).

eGHOST project will support the open-access approach to scientific publications. Publications will be made freely available through Zenodo repository (Annex I). Zenodo is a general-purpose open-access repository developed under the European OpenAIRE¹ (a new platform aimed at gathering a H2020 EU funded-projects' scientific publications). The repository is indexed and fulfils international interoperability standards and protocols to gain long-term sustainability.

As stated in the eGHOST Consortium Agreement (CA), prior notice of any planned publication shall be given to the other consortium partners, at least 30 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the partner or partners proposing the dissemination within 15 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

¹ OpenAIRE H2020 Project. Available at: <https://www.openaire.eu/>



5.5 eGHOST Symposium

Dissemination Conference (eGHOST Symposium) will take place in M34, and it will be organised by IMDEA Energy (Project's coordinator). The main objectives of the conferences are:

- Presenting results and outcomes of the 3-year-project to the stakeholders in the fields of FCH, eco-design and life cycle assessment, including Hydrogen Europe members, FCH2 JU officers, European Commission representatives.
- Inviting Mass media communication to reach a wider audience and achieve a great impact.
- Along the session will be presented the following topics: Results and advances of the project to the industrial and the academia collaborators and users.
- Feedback session to account for and follow up the improvement of activities for the rest of the project.

The initial idea is to start the presentations with the recommendations developed within the project, and then present the scientific foundation behind the recommendations.

To maximize the impact of the Symposium will follow the 360° Communication Plan roadmap detailed at the D.7.1 Communication Plan. In order to reach the audience through different channels such as: website, press, and social media networks belonging to the consortium.

For the conference, print material shall be developed such as: flyers, roll-ups, etcetera (More details on D7.1 Communication Plan).

5.6 Cross collaboration with other projects

Clear and concise dissemination encourages sharing of ideas between cross-functional projects. Having cross-functional projects means bringing in a diverse group of people who can develop their struggles and strengths by discussing constructive feedback and understanding diversity issues. This is a great opportunity to spread our project results through new channels.





The aim is to create synergies about the products to be studied and to align activities. Concerning dissemination, joint activities will be proposed whenever the opportunity arises.

The selected projects to cross-collaborate with eGHOST are listed below:

Table 4 Cross-collaboration projects

PROJECT	COORDINATOR	GA N°	TOPIC
SH2E	IMDEA Energy (Spain)	101007163	FCH-04-5-2020 - Guidelines for Life Cycle Sustainability Assessment (LCSA) of fuel cell and hydrogen systems
Best4Hy	Parco Scientifico Tecnologico per l'Ambiente Environment Park Torino SPA (Italy)	101007216	FCH-04-4-2020 - Development and validation of existing and novel recycling technologies for key FCH products

6. DISSEMINATION TOOLKIT

Use this toolkit as a guide to disseminate eGHOST project's work. This collection of resources can be used to plan the dissemination strategy or learn more about different dissemination results, methods and approaches.

6.1 Press Release

The first press release has been drafted by the WP7 FHA leader in collaboration with the IMDEA project coordinator. The aim of the press release is to highlight the before and after of the project for the industry, to make it more accessible to the civil society and to reach all key stakeholders' audiences. Needless to say, that the content and tone of voice will be adapted depending on the kind of target/audience.

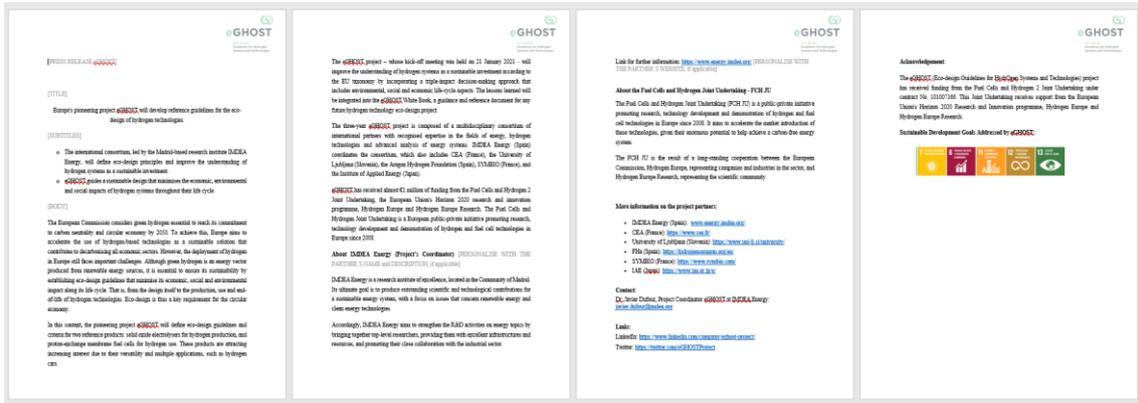


FIGURE 3. 1ST PRESS RELEASE (M6)

LIST OF DISTRIBUTION

A first press release has been sent in M6 by FHA to the following specific hydrogen and energy media publications:

- <https://www.energynews.es>
 - <https://www.interempresas.net/Energia/Articulos>
 - <https://www.ecoticias.com/energias-renovables>
 - <https://elperiodicodelaenergia.com>
 - <https://www.energetica21.com>
 - <https://futureenergyweb.es>
 - <https://hidrogeno-verde.es>
 - <https://smartgridspain.org>
 - <https://energiadehoy.com>
 - <https://www.pressdigital.es/>
 - <https://www.energias-renovables.com>
 - <https://www.elconfidencialdigital.com/>
 - <https://es.investing.com/news>
- Furthermore,
- www.efeverde.com
 - <https://www.agenciasinc.es/>
 - <https://www.larazon.es/ciencia/>
 - https://ec.europa.eu/environment/integration/research/newsalert/index_en.html



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6.2 Newsletter

Biannual Digital Newsletters will be distributed to subscribers, designed to reach and keep informed our dissemination target audience. Registration to the newsletter will be possible via the project's website. The newsletter will contain section such as:

- Related news
- Actions of the partners
- Interviews
- Fairs and congresses
- Project milestones
- Main outcomes and results

6.3 eGHOST Website

The project website is the main access point to key information about the eGHOST project. The website has been launched, after receiving feedback from the consortium partner in M6. Online presence will give the project vast exposure on the web, while providing the consortium with an additional channel to share project information and materials and exchange feedback with interested stakeholders. A specific section to download project material has been created, in order to connect with the website user. The section has been called “Downloads” and will host key information for stakeholder such as deliverables, publications, the eGHOST White Book and the FCH guidelines.

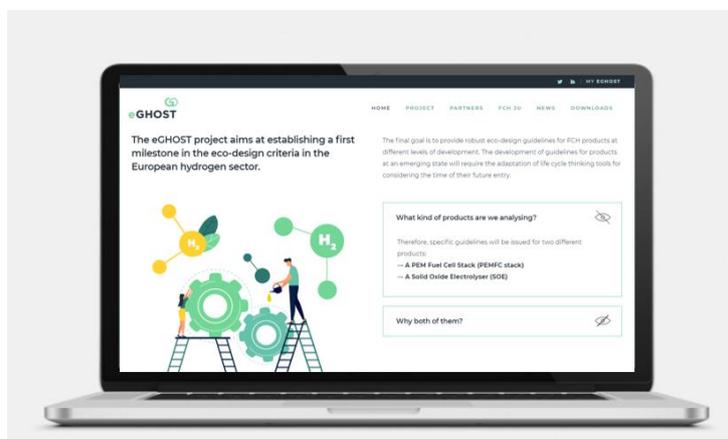


FIGURE 4. WEBSITE LOOK AND FEEL



6.4 Document management tool: Nextcloud

Nextcloud offers a content collaboration platform. The technology combines the convenience and ease of use of partner-grade solutions like Dropbox and Google Drive with the security, privacy and control that our project needs. This platform is linked to My eGHOST. My eGHOST is the meeting point where partners share the evolution of the project and results. The collaborative space has specific areas to share information with the eGHOST External Working Group (the project's main advisory board) and gives flexibility to create other working spaces with the cross-collaboration projects or potential stakeholders.

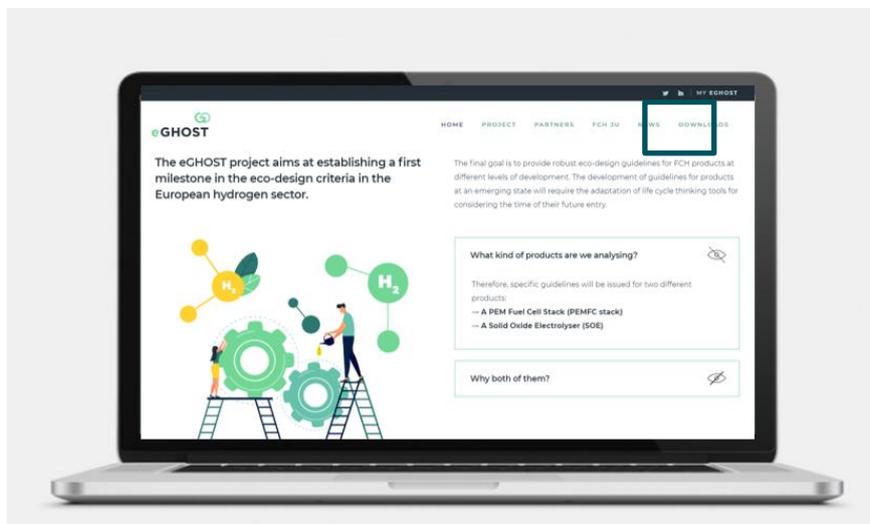


FIGURE 5. MY EGHOST PRIVATE SECTION

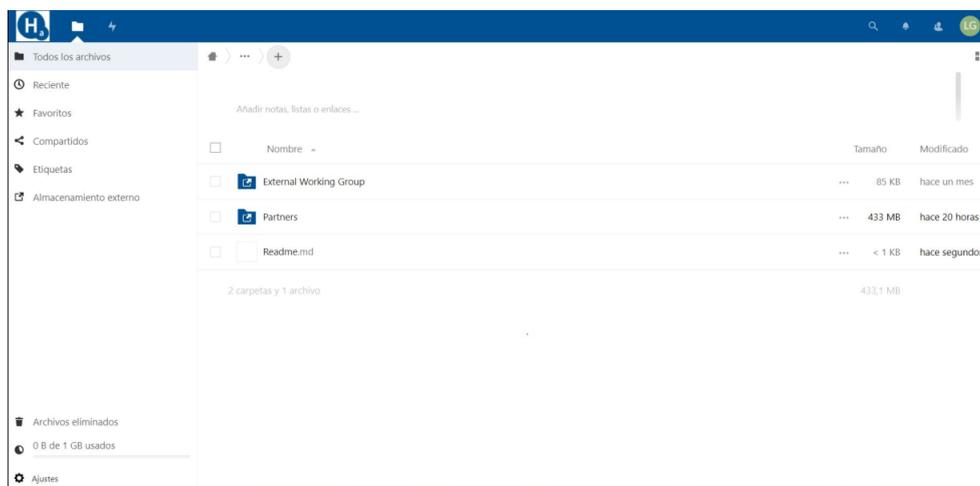


FIGURE 6. PARTNERS INTRANET



6.5 Social Media

TWITTER

A Twitter account was created to maximise project dissemination and communication activities through the most relevant twitter channels related to the hydrogen sector. It allows us to easily promote the eGHOSH research findings with our community instantly.



FIGURE 7. TWITTER PROFILE PUBLISHED

Twitter will be used, over the project life to disseminating eGHOSH results to enhance the visibility of eco-design criteria in the Hydrogen Sector and guidelines for FCH products to the largest audience possible in the hydrogen, life cycle assessment and energy sector.

LINKEDIN

An eGHOSH LinkedIn account has also been created to set a network with key contacts interested in the dissemination activities and inform them about the project achievements.

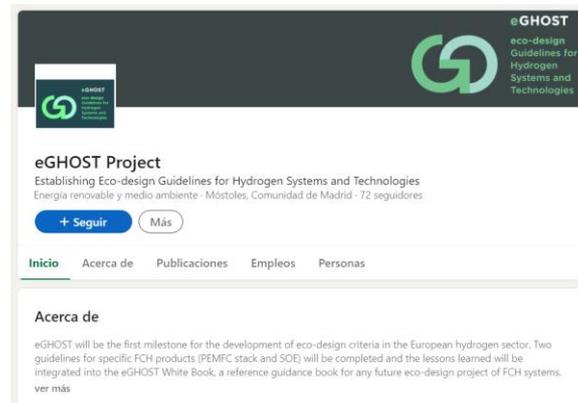


FIGURE 8. LINKEDIN PROFILE PUBLISHED

7. TRAINING

CEA leads two main activities are planned for training on eco-design of FCH products:

- Organisation of a virtual Summer School on eco-design of FCH systems targeted at Ph.D. students and postdocs. The school will be organised during the last year of the project and will involve as teachers project partners and up to 3 external experts in Europe.
- Preparation of a Training Webinar for the specific eco-design guidelines for the two key FCH products addressed in.

For the training, print or digital material shall be developed such as: flyers, roll-ups/banner website, etcetera. (More details in D7.1 Communication Plan).



8. MONITORING

Performing regular monitoring makes it possible to assess if the action plan is being carried out correctly. It will also be possible to analyse the impact and consider improvements in the communication plan annual updates.

8.1 KEY PERFORMANCE INDICATORS

For the successful implementation of the Dissemination Plan, the following indicators will be measured during the project:

Table 5 Key Performance Indicators

	2021	2022	2023	TOTAL	
N° of attendees/audience reached in the eGHOST symposium.			>100	>100	eGHOST Records
N° of conferences where the eGHOST partners participates	2	3	3	8	eGHOST Records
N° of attendees/audience reached in events or other scientific and stakeholders engagement activities where eGHOST partners participate	100-200	150-200	>150-200	>400	Event monitoring
N° of attendees/audience in the eGHOST Summer School			15-20	15-20?	
Open access publications		1	2	3	eGHOST Records
Publication of scientific articles on journals		1	2	3	eGHOST Records
Cross projects	2			2	eGHOST Records



8. 2 DISSEMINATION LOG

The Dissemination Log is a specific tool for monitoring partners communication activity during the project. The log will be designed in an Excel sheet and shared with all partners on the eGHOST collaborative workspace platform (only for consortium partners).

When a partner releases or carries out specific communication actions, they must be communicated to the WPL. The WPL will update the log with such information.

Additionally, every 6 months, the WPL will share the communication log with partners, to ensure that no information is missing.

9. CONCLUSIONS

This document provides a comprehensive dissemination strategy for the eGHOST project and describes the approach, actions, materials and strategy that have been and will be used for dissemination, along with the engagement and uptake of the results by relevant stakeholders.

The dissemination of eGHOST results will be carried out during the three years of the project and beyond, as several products will remain available after the end of the project. Further details will be provided in the updates of the current plan.



ANNEX I. TUTORIAL ON ZENODO eGHOST COMMUNITY– OPEN REPOSITORY

The archiving of research data to Zenodo can be done through the following steps:

1. The upload procedure starts by selecting the eGHOST community and files that will be uploaded:
 - eGHOST Community URL: <https://zenodo.org/communities/eghost/>
 - eGHOST Community URL upload: <https://zenodo.org/deposit/new?c=eghost>

eGHOST: Establishing Eco-design Guidelines for Hydrogen Systems and Technologies

Recent uploads

Search eGHOST: Establishing Eco-design Guidelines for Hydrogen Systems and Technologies

More

New upload

Community

eGHOST
eco-design
Guidelines for Hydrogen
Systems and Technologies

eGHOST: Establishing Eco-design
Guidelines for Hydrogen Systems and
Technologies

Curated by:
IMDEA_ENERGIA

Curation policy:
NOT specified

Created:
May 24, 2021

Harvesting API:
OAI-PMH interface

Delete Save Publish

New upload

eGHOST: Establishing Eco-design Guidelines for Hydrogen Systems and Technologies

Instructions: (i) Upload minimum one file or fill-in required fields (marked with a red star), (ii) Press "Save" to save your upload for editing later, (iii) When ready, press "Publish" to finalize and make your upload public.

Files Choose files Start Upload

Drag and drop files here

– or –

Choose files

(minimum 1 file required, max 50 GB per dataset - contact us for larger datasets)

If you're experiencing issues with uploading larger files, read our FAQ section on file upload issues.

Communities recommended

Specify communities which you wish your upload to appear in. The owner of the community will be notified, and can either accept or reject your request. Please make sure your record complies with the content policy of the communities you add; reported abuse will be followed by account inactivation.

Start typing a community name...

2. Successively the data must be classified according to given categories; publication in this case.



If you're experiencing issues with uploading larger files, read our [FAQ section](#) on file upload issues.

Communities recommended ▾

Specify communities which you wish your upload to appear in. The owner of the community will be notified, and can either accept or reject your request. Please make sure your record complies with the content policy of the communities you add; reported abuse will be followed by account inactivation.

Start typing a community name... Q

eGHOST: Establishing Eco-design Guidelines for Hydrogen Systems a...

Upload type required ▾

Publication

Poster

Presentation

Dataset

Image

Video/Audio

Software

Lesson

Physical object

Other

Publication type: ▾
Publication type.

Basic information required ▾

Digital Object Identifier
Optional. Did your publisher already assign a DOI to your upload? If not, leave the field empty and we will register a new DOI for you. A DOI allows others to easily and unambiguously cite your upload. Please note that it is NOT possible to edit a Zenodo DOI once it has been registered by us, while it is always possible to edit a custom DOI.

Publication date *
Required. Format: YYYY-MM-DD. In case your upload was already published elsewhere, please use the date of first publication.

- Finally, the portal requires additional metadata (e.g: authorship, sharing policies, grant number, funding entity) and the selection of the type of access (Open Access).

Basic information required ▾

Digital Object Identifier
Optional. Did your publisher already assign a DOI to your upload? If not, leave the field empty and we will register a new DOI for you. A DOI allows others to easily and unambiguously cite your upload. Please note that it is NOT possible to edit a Zenodo DOI once it has been registered by us, while it is always possible to edit a custom DOI.

Publication date *
Required. Format: YYYY-MM-DD. In case your upload was already published elsewhere, please use the date of first publication.

Title *
Required.

Authors * ✕
Optional.

[+ Add another author](#)

Description *



Language

Optional. Primary language of the record. Start by typing the language's common name in English, or its ISO 639 code (two or three-letter code). See [ISO 639 language codes list](#) for more information.

Keywords

[+ Add another keyword](#)

Additional notes

Optional.

License required ▼

Access right * Open Access

Embargoed Access

Restricted Access

Closed Access

Required. Open access uploads have considerably higher visibility on Zenodo.

License *

Required. Selected license applies to all of your files displayed on the top of the form. If you want to upload some of your files under different licenses, please do so in separate uploads. If you cannot find the license you're looking for, include a relevant LICENSE file in your record and choose one of the Other licenses available (Other (Open), Other (Attribution), etc.). The supported open licenses in the list are harvested from [OpenDefinition.org](#). If you think that an open license is missing from the list, please contact us.

Communities recommended ▼

Any user can create a community collection on Zenodo ([browse communities](#)). Specify communities which you wish your upload to appear in. The owner of the community will be notified, and can either accept or reject your request.

Communities

[+ Add another community](#)

Funding recommended ▼

Zenodo is integrated into reporting lines for research funded by the European Commission via [OpenAIRE](#). Specify grants which have funded your research, and we will let your funding agency know!

Grants

Optional. OpenAIRE-supported projects only. For other funding acknowledgements, please use the Additional Notes field.
Note: a human Zenodo curator will need to validate your upload – you may experience a delay before it is available in OpenAIRE.

[+ Add another grant](#)

