



H2020 Work Programme “Smart, green and integrated transport”
GV-06-2017 – Physical integration of hybrid and electric vehicle batteries at pack
level aiming at increased energy density and efficiency

D8.1 - Dissemination and Communication Plan

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The dissemination strategy, an integral part of WP8 (Dissemination, Communication and Exploitation), will focus on the dissemination and promotion of activities and results to the project’s target audience through selected means, thereby raising awareness about the project and further engaging relevant stakeholders in project activities.

To ensure the effective external and internal communication and to increase the visibility of iModBatt, a communication plan will be developed as part of Task 8.1 alongside the specific dissemination strategy, briefly discussed in Section 2.1

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Document History

Date	Version	Name	Changes
18-12-2017	1	IC (CID)	Version 1
19-12-2017	2	JB (TYVA)	Review of Table 1 and Section 3
20-12-2017	3	IC (CID)	Addition of MS fulfilment table in Section 2.6

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1 Introduction

The technical aim of this iModBatt project is to reach targets, which are beyond the state of the art. However this work will be incomplete, if those results are not shared with the rest of the community. One of the most important aims of collaborative projects funded by the European Commission is to disseminate and communicate the work developed in those projects. Of course, not all the work developed within the project can be disclosed, since intellectual property rights of partners must be also protected.

Dissemination is understood as sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers. The share of results applies to every stage of the programming cycle:

- Maximising the take-up of the new knowledge, both for commercial purposes and for policy making.
- Boosting research & innovation among participants in H2020 and others, who could benefit from the research conducted.
- Being accountable for expenditure and making sure that EU citizens benefit.

The approach for an optimal dissemination means:

1. Link the project to the policy context of the call for proposals.
2. Involve potential end-users and stakeholders in your proposal.
3. Say how the results of the project are expected to be applied and give the main advantages of the new solution(s) are expected to emerge.
4. Show understanding of the barriers to any application of the results.
5. Once the research and innovation is complete, will it be necessary to take further steps to apply it in actual practice?
6. Implement open access and consider how the Consortium manages their data.
7. Prepare the dissemination plan carefully.

Communicating and promoting a project means providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange, by considering aspects such as:

- Transnational cooperation in a European consortium.
- Scientific excellence.
- Contributing to competitiveness and to solving societal challenges.

A good communication:

- Starts at the outset of the action and continues throughout its entire lifetime.
- Is strategically planned and not just be ad-hoc efforts.
- Identifies and sets clear communication objectives.
- Is targeted and adapted to audiences that go beyond the project's own community including the media and the public.
- Chooses pertinent messages.
- Uses the right medium and means.
- Is proportionate to the scale of the action.

2 Dissemination strategy (plan)

The dissemination strategy to be implemented in iModBatt will be based on a multi-step and multi-channel approach with the objective of reaching and engaging different stakeholders and target groups with information adjusted to their needs and interests, and consequently, raising awareness for all those that may benefit from the results of the project. In Task 8.1 – Development of full Dissemination and Communication Plan, the consortium will update the plan initially outlined below, ensuring the project generates the aforementioned awareness among stakeholders and meets the indicated impacts.

As a preliminary structure, the Dissemination and Communication Plan will include the following sections (and are briefly outlined below):

1. Dissemination and Communication objectives
2. Target groups and stakeholders
3. Key Messages to Deliver
4. Tools and channels
5. Indicators and targets
6. Timetable for implementation

2.1 Dissemination and Communication objectives

The main objectives of the Dissemination and Communication Plan are:

- To raise awareness among EV and Battery manufactures on the challenges of BP design;
- To raise the interest of selected stakeholders, namely EV manufacturers and vehicle users, providing them with knowledge about the BP being developed within iModBatt;
- To disseminate information of relevance to the EV industry.
- To raise awareness for the general public regarding the value of EV;
- Encourage the uptake of EVs across Europe and the world.
- To disseminate high quality research outputs to academic and industrial audiences through journals and conferences.

2.2 Target groups and stakeholders

iModBatt has identified a significant list of stakeholders to which the dissemination and communication materials and tools will be directed to, as outlined in Table 1.

Table 1: iModBatt Target groups and stakeholders

Target group / Stakeholder	Description
Automotive Industry (AI)	There is a strong automotive industry in Europe with a significant contribution to the European GDP and job creation. The automotive industry is particularly sensitive to innovation given the increasing competition worldwide, and electrification of road transport is one of the key areas in this sense. In this particular, the European automotive industry is deeply concerned by electrification and in particular in what is concerned with advanced batteries and battery concepts.
Energy & Oil Industry (EOI)	The more traditional oil industry is as well highly sensitive to innovation in everything related to road transport, and in fact some companies have already shown active involvement in electrification and the electric vehicle.
Battery Manufacturers (BM)	Includes all those that currently develop traditional or EV batteries and are interested in including novel designs in their battery-packs.
Battery and Energy Associations (BEA)	One particularly efficient way to access the battery industry is through the different associations and platforms existing in Europe.
Research Organisations (RO)	It is of particular relevance to keep a continuous communication between industry and research in order to make sure that research resources are focused in the adequate direction. This is particularly relevant for applied, but also for more basic-oriented research.
Environmental Organisations (EO)	Includes all those that are concerned with efficient energy consumption, and the impact of EV on the environment.
Vehicle Users (VU)	Includes all those, organisations or individuals, which are in a position to drive and/or purchase a car, and are interested in information about the benefit of acquiring an EV.
Media groups and journalists	Includes groups and individuals whose activity consists of providing an objective coverage of the importance and value of EV.
General Public	Includes those that have some interest in EV, environmental questions or related topics and thus, by some extension, contribute to the larger dissemination of the project.
Recycling or 2nd life groups (RE2)	One of the target of this project is to link an old battery for the automotive industry and find an alternative for a second life and then choose materials of casing, thermal management etc to fit within the recycling process and make sure the battery can be recycled for most of its parts

2.3 Key Messages to Deliver

Through six technical work packages, the iModBatt project will generate a significant volume of information with interest to different stakeholders in the EV value chain as well as others. Therefore, it is necessary to identify what outputs and messages can be provided from the activities developed throughout the various WPs. The key messages to be disseminated can be supported by different tools/channels (see below), including printed materials, online platforms, publications, events and others. The contents produced in the project will be framed in the overall project context and will be tailored to the relevant stakeholder group in order to ensure an effective communication. Table 2 identifies the most relevant project outputs (key messages) for each WP. Also identified is the main (but not limited to) target group(s) and tool to communicate the identified messages. The consortium will also disseminate other messages, such as the

general objectives of the project and the participation of the partnership at events in which the project is presented.

Table 2: Key Messages to deliver from each WP

Work Package	Key messages to disseminate /communicate	Target Group / Key tools
WP 2 - BP chemistry selection	<ul style="list-style-type: none"> • Methodology to select a cell for a EV BP • Cell ageing forecast according to power profiles • BP sizing criteria 	AI, BM, BEA, RO, EO, RE2
		Workshop/webinars, Scientific Publications and Conferences
WP 3 BP modular and compact design	<ul style="list-style-type: none"> • Impact of thermoplastic materials as part of the BP mechanical design • An all-encompassing battery building block • Innovative integrated battery interface component 	AI, BM, BEA, RO, EO, RE2
		Workshop/webinars, Scientific Publications, Conferences and Tradeshows
WP 4 - BP cooling system design	<ul style="list-style-type: none"> • Impact of thermoplastic materials as part of the BP cooling system • Innovative light cooling system independent from the vehicle 	AI, BM, BEA, RO, EO
		Workshop/webinars, Scientific Publications, Conferences and Tradeshows
WP 5 - BP assembling technologies and processes	<ul style="list-style-type: none"> • Efficient manufacturing of integrated battery interface component • Efficient automated assembly of BP modules • Efficient assembly of BP 	AI, BM, BEA, RO, EO
		Workshop/webinars, Scientific Publications, Conferences and Tradeshows
WP 6 - Full BP validation at lab and in-car	<ul style="list-style-type: none"> • Automotive BP testing • Methodology to integrate a BP in a (L)EV 	AI, EOI, BM, BEA, RO, VU
		Workshop/webinars, Scientific Publications, Conferences
WP 7 - BP modularity and flexibility validation for automotive application, second life and recycling	<ul style="list-style-type: none"> • Applied BP eco-design rules • Built for 2nd Life and reuse • Smart BP recycling 	AI, EOI, BM, BEA, RO, EO, VU, RE2
		Workshop/webinars, Scientific Publications, Conferences and Tradeshows

2.4 Tools and Channels

Different tools and channels will be used to disseminate and communicate iModBatt activities and results. Each tool and channel will be used appropriately to address different target groups at different stages of the proposal implementation, thereby increasing the efficiency of the Dissemination Plan. The relationship between the tools and channels, the target groups and the expected results are presented in results Table 3.

Table 3: Tools and channels for disseminating iModBatt information

Channels	Tool	Target Groups	Expected Impact and Results
Printed Materials (<i>Brochures, leaflets</i>)	Brochure	All target groups/ stakeholders	<ul style="list-style-type: none"> • Increase project awareness among the target groups/ stakeholders
	Leaflet		
Online	iModBatt project website	All target groups/ stakeholders	<ul style="list-style-type: none"> • Increase project awareness among the target groups/ stakeholders • Information dissemination • Exchange of knowledge • Information management • Project networking
	Newsletters	All target groups/ stakeholders	<ul style="list-style-type: none"> • Increase project awareness among the target groups/ stakeholders • Information dissemination
	Press Releases	<ul style="list-style-type: none"> • Environmental Organisations • Media groups and journalists 	
Publications	Scientific publications	<ul style="list-style-type: none"> • EV Manufacturers • Industry/ Businesses/ SMEs • Research Organisations • Environmental Organisations 	<ul style="list-style-type: none"> • Increase project awareness among the target groups/ stakeholders • Information dissemination (specific project results) • Exchange of knowledge • Project networking
Events (Organised by iModBatt)	Workshop	<ul style="list-style-type: none"> • EV Manufacturers • Industry/ Businesses/ SMEs • Research Organisations • Standardisation Committees 	
	Webinars	<ul style="list-style-type: none"> • EV Manufacturers • Industry/ Businesses/ SMEs • Research Organisations • Standardisation Committees 	
Events (Attended by iModBatt)	Meetings with Standardisation Committees	<ul style="list-style-type: none"> • Industry/ Businesses/ SMEs • Research Organisations • Standardisation Committees 	
	Conferences	<ul style="list-style-type: none"> • EV Manufacturers • Industry/ Businesses/ SMEs • Research Organisations 	
	Tradeshows	<ul style="list-style-type: none"> • EV Manufacturers • Industry/ Businesses/ SMEs • Vehicle Users 	

2.5 Indicators and Targets

The successful implementation of this component of the Dissemination and Communication Plan will be quantified by the achievement of specific targets for a number of different indicators (Table 4).

Table 4: Indicators, Targets and Information Sources for Dissemination

Tool/Channel		Indicator	Target Number	Information source
Brochure		Number of copies distributed	Two editions: around 1100 copies distributed	Consortium information, number of copies distributed to target groups / stakeholders
Leaflet			Two editions: around 1100 copies distributed	
Project Website		Number of visits	15.000 visitors	Website statistics
Newsletters (NW)		<ul style="list-style-type: none"> Number of subscribers Downloads from website 	1500 views	Recording of e-mail sent, website download statistics
Press Releases (PR)		<ul style="list-style-type: none"> Number of media stakeholders receiving PR Number of views on information channel 	25 media stakeholders; 3000 views	Recording of e-mails sent, consulting media website
Scientific Publications		Number of views/downloads	12 Publications	Consulting site where publication is placed
iModBatt Workshop		Number of attendees	25 attendees	Registration list
iModBatt Webinars		Number of attendees	20	Registration list
Events	Conferences	<ul style="list-style-type: none"> Number of conferences attended Number of participants in the conference 	<ul style="list-style-type: none"> 12 Conferences 1800 participants 	Certificate of participation; Proof of registration; Event information, Business Cards exchanged
	Trade fairs	<ul style="list-style-type: none"> Number of Trade fairs attended Number of exhibitors/ participants in the Trade fair 	<ul style="list-style-type: none"> 6 Trade fairs 30000 participants 	

2.6 Timeline for Implementation

Figure 1 represents the tentative timeline for implementing the multiple activities foreseen.

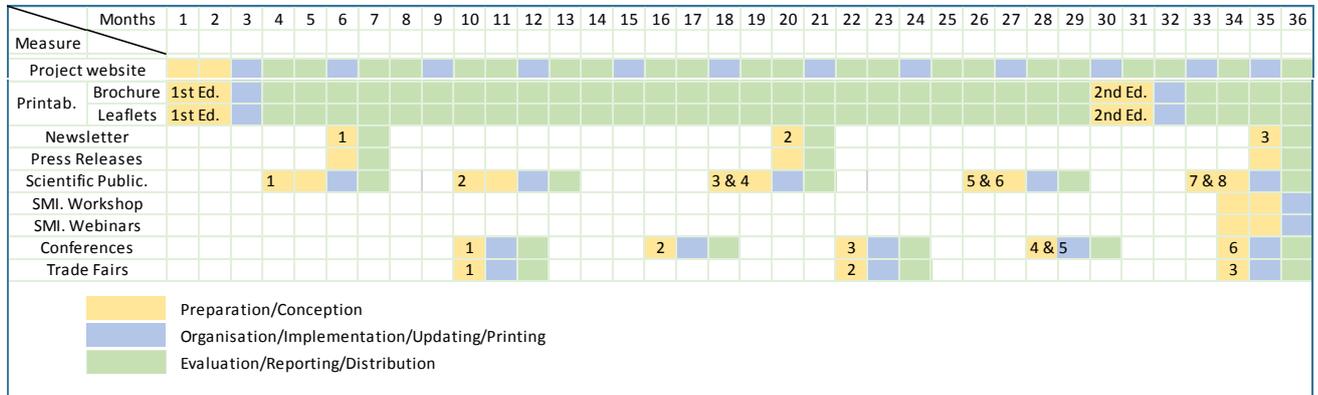


Figure 1: Tentative Action Plan for Implementation

Some remarks:

- Regarding WS it is not defined when, but there will be 2 events, around mid and end of the project. Discussions with other GV6-2017 projects have started. Hence, Figure 1 will be updated as soon as the dates are fixed.
- Regarding milestones (MS) linked to this Deliverable:

Table 5: MS linked to this Deliverable

MS	MS header	Related WPs	Est. Date (Month)	Est. Date (Date)	Description of executed activity
20	Complete Dissemination and Communication Plan	WP8	M3	31/12/2017	The dissemination and communication plan has been reviewed and approved. It will be monitored during the project.

3 Communication activities

The communication plan will act as a “living document” and will be frequently updated. The plan will be used to strategically manage two-way communication with stakeholders (dissemination and feedback), setting intermediate and long-term goals and objectives of the communication actions, as well as their expected impact. The plan will include a detailed Action plan matching the different channels/tools of communication (those of project and relevant external ones) with the target audience (varying content for different stakeholder groups as appropriate), associated resources required (both human and financial resources) as well as the timing for each.

The following details the various communication activities which will be applied in order to promote the project and its findings during its duration.

- A) Project website: The iModBatt website will be a primary location for communicating all relevant project information. It will be developed early on in the project (M3) and will communicate project objectives, partner information, public deliverables and important contacts. The website will be continuously updated with relevant information, and will also serve as a hub for additional public communication platforms, including those of social nature: Twitter and YouTube. The project website development and primary update activities will be the responsibility of Cidetec.
- B) Printed material: Printed material within the projects includes the project brochure, which will be one of its main promotional materials; it will be developed and delivered to the various stakeholders, allowing a fast understanding of the project’s aims, activities, and expected results
- C) Newsletters: In addition to printed material, additional digital material will also be developed, which includes a project newsletter. A newsletter will be developed a minimum of three times (one per project year), and will include relevant news regarding the project as well as specific features of the project. A template for the newsletters will be developed at the project start to establish the graphical image of the project. Newsletters will be published in the project website but also designed to be easily printed and distributed in the events organised by partners.
- D) Scientific Publications: In order to further communicate the project to the scientific community, a minimum of ten scientific papers will be developed and submitted to relevant journals in areas related to Green/Electric Vehicles, Battery Management and ICT.
- E) Workshops and Webinars: Workshops and webinars will be implemented mainly for result dissemination purposes, in order to communicate the results of the project and proceed to a real-life demonstration of the results. The Workshop will allow for a product demonstration and to assess opinions on existing results. Webinars will also be implemented, acting as smaller versions of the workshop.
- F) Conferences & Trade fairs: iModBatt will be represented by its partners at a minimum of 12 relevant international meetings and conferences and six trade fairs in order to share with the scientific community the project and its activities. Examples of events that may be attended by partners are listed in Table 6.

Table 6: Relevant external events for project communication

Event	Date and Location
Aachen Battery Conference	Yearly (Germany)
Advanced Automotive Batteries Conference	Yearly (Mainz, Germany)
eCarTec	Yearly (Germany)
Electric and Electric and Electronic Systems in Hybrid Electrical Vehicles and Electrical Energy Management	June (Wiesloch, Germany)
Electric Vehicle Symposium	Yearly (Europe, America or Asia)
E-Mobility World	Yearly (Germany)
Entwicklerforum Akkutechnologien (Developer forum for rechargeable battery technologies)	Yearly (Locations to be determined)
European Mobility Week	Yearly (Locations to be determined)
IEEE Intelligent Vehicles Symposium	Yearly (Locations to be determined)
International Battery Seminar	Yearly (USA)
3D Printing Europe	Yearly (Europe)
Urban Transport	Yearly (Europe)
ICBR International Congress for battery recycling	Yearly (Locations to be determined)
ESS Europe	Yearly (Germany)
European Utility Week	Yearly (Europe)
World of Energy Solutions	Yearly (Germany)

4 References

1. Grant Agreement-770054-iModBatt, 2017.
2. Dissemination & Exploitation of results:
http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm
3. Communicating Your Project:
http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm