

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

D8.2 - Project Website

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This report includes the structure defined in iModBatt about project objectives, partner profiles, connections with social media, project reports and other relevant communication.

The project website is a core part of the dissemination and communication plan to attract target groups and stakeholders.

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 770054.

Document History

Date	Version	Name	Changes
23-12-2017	1	IC (CID)	



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1 Introduction

The iModBatt website will serve as a primary hub for communicating all relevant project information. It will be continuously updated with the last improvements and news resulting from the project:

- Project objectives
- Partner information
- Public deliverables
- Important news and events

The website will also serve as a hub for additional public communication platforms, including those of social nature: Twitter & YouTube. The project website development and primary update activities will be the responsibility of Cidetec.

2 Work performed

2.1 Development of dissemination and communication materials and tools

iModBatt’s project website is one of the main tools to contact the widest audience possible and ensure that project results are disseminated at an extensive international level. The expected impact derived from the use of this media is summarized as:

- Increase project awareness among the target groups/ stakeholders
- Information dissemination
- Exchange of knowledge
- Information management
- Project networking

Additionally different statistics about website visitors will be collected through google analytics.

2.2 iModBatt website: attracting the visitor

In this stage of the website life, it has been structured and shaped with current data of the project, mostly derived from the proposal text. Regarding the structure, it was fundamental to clearly highlight in the website homepage, which our main 5 objectives are (Figure 1):



Figure 1: iModBatt objectives statement in website homepage

To complete the main points that describe the work to be developed in the project, the aim and abstract were added in the same homepage

*The **aim** of iModBatt is to design and manufacture, with the minimum environmental impact, a high energy density modular Battery Pack, which is flexible enough to be used in automotive and small stationary applications.*

This Battery Pack will be suitable for industrial automated assembly with an easy disassembly design, to make possible the shift from primary applications to secondary ones, and to facilitate the Battery Pack recyclability or parts replacement if necessary.

And some more details are offered to the visitor to encourage him/her to follow visiting the rest of the website:

***iModBatt** stands for Industrial Modular Battery Pack Concept Addressing High Energy Density, Environmental Friendliness, Flexibility and Cost Efficiency for Automotive Applications.*

The project concept is built around an already existing technologically breakthrough, modular battery pack design primarily developed for specialty applications, that has proven excellent performance and cost efficiency in such a manner that higher ambition, wider spread electric vehicle applications seem the natural next developmental step for such a concept.

The project focuses into maximization of the energy density of a lithium ion pack through the optimization of the structural design and components of a battery pack for a given cell form factor. In this sense the strategy is to increase the energy density by reducing the weight of the battery pack while keeping structural integrity and easy assembly and manufacturing. Chemistry and BMS work is beyond the scope of the project, which focuses in the structural design and manufacturing.

The Consortium includes industrial partners of every step of the battery pack value chain, including automotive OEMs, battery parts manufacturers as well as leading European research centres with ample experience in the field of batteries.

2.3 iModBatt website: guide for visitors

The aim of the selected structure is to make a user friendly and easy-to-find-what website. Hence, besides the already mentioned clues about **what** is going to be done in the project, two additional fields have been added to the homepage to easily know **who** is doing what and **when** we are at the moment in the roadmap of the project.

- A countdown timer has been set up in order to inform the visitor about the time left to finish the project (Figure 2).



Figure 2: iModBatt project's time left to reach the end

- Regarding the project partners and their roles, each partner logo has been added (Figure 3) with a link to a brief description of their role in the Partners section of the website.



Figure 3: iModBatt project's partners

- In the header of the website (Figure 4), there are some fields where different data of the project is already allocated and will be continuously updated.
 - Project overview* includes:
 - Background And Challenges*
 - Concept*
 - Objectives*
 - Structure*
 - Partners* include location of partners and their role in the project
 - News & Events* includes
 - News will be fed with any data related to iModBatt activities.
 - Events will include a calendar of interesting events for iModBatt stakeholders and target groups.
 - Downloads* will be the repository for public downloadable information such as brochures, public deliverables or open access papers
 - Contact*: a specific e-mail account for contacting the project has been created that will be checked by Cidetec.
 - Partner Login*: is the entry to Partners private FTP.

Figure 4: iModBatt website index

2.4 iModBatt website: acknowledgement to European Commission

Last but not least, the footnote of the homepage is concluded with the acknowledgement to the European Commission for supporting this project (Figure 5). This footnote appears in every page of the website.

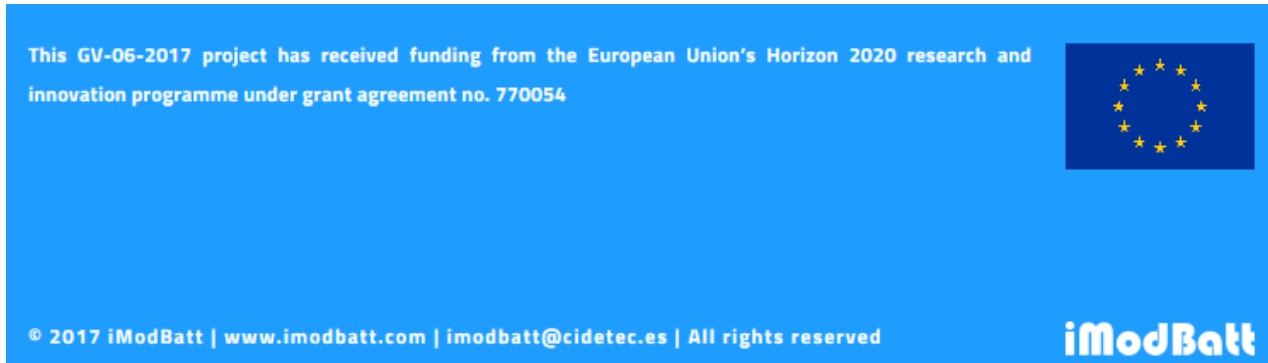


Figure 5: Acknowledgement to the European Commission for funding iModBatt

3 Results and discussion

The current result of this report can be found in:

<http://cidetec.es/imodbatt/en>

4 Conclusions

After several discussions about the website structure and content, finally our main communication and dissemination tool has been launched. We hope to improve the current picture of the website as soon as new data is generated in the Consortium and thanks to new ideas of partners and the EC Project Officer in order to be aligned with the EC trend.

Regarding milestones (MS) linked to this Deliverable

Table 1: MS linked to this Deliverable

MS	MS header	Related WPs	Est. Date (Month)	Est. Date (Date)	Description of executed activity
21	iModBatt Project Website	WP8	M3	31/12/2017	Project website has been launched. It will be continuously updated by Cidetec.

5 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