Scalable European Powertrain Technology Platform for

Cost-Efficient Electric Vehicles to Connect Europe

Deliverable	Draft Plan for Use and Dissemination of the Foreground		
Involved SCs	SC1, SC2, SC3	**Deliverable type**	Public
Project	1000kmPLUS	**Grant Agreement Number**	824262-1000kmPLUS H2020-LC-GV-01-2018
Deliverable File	D7.1	**Last Modified**	30.07.2019 10:57
Due Date	6	**Actual Submission Date**	7
Status	Draft	**Version #**	1
Contact Person	Peter Lucas	**Organisation**	TUD
Phone	+49 (0)351 463 38593	**E-Mail**	peter.lucas@tu-dresden.de

.

Document history			
V	**Date**	**Author**	**Description**
1.0	30.07.2019	Peter Lucas	Final and reviewed Version

Disclaimer

The opinion stated in this document reflects the opinion of the authors and not the opinion of the European Commission. The Agency is not responsible for any use that may be made of the information contained (Art. 29.5 of the GA).

Table of contents

1 Executive and Publishable summary

This document is intended to give an overview of the types of dissemination, communication and exploitation activities undertaken during the project lifetime of the "1000kmPLUS" project, in order to propagate the results of the project.

This deliverable defines the project dissemination, exploitation and communication management processes, rules and tools to be applied throughout the 1000kmPLUS Project. This includes, in particular, the following aspects:

- The detailed definition and description of target groups and communication channels,
- Rules and tools for dissemination and communication of project results,
- Project exploitation activities and strategies,
- Rules for open access.

The framework, consisting of the legal documents – Project Grant Agreement (PGA) and Project Consortium Agreement (PCA) – and this Draft Plan for Use and Dissemination of the Foreground (DPD), form the basis for using, disseminating, and communicating the outcomes of the 1000kmPLUS project. In case of any conflicts, the rules defined in the legal documents supersede any rules or recommended practices in the DPD. In particular, the PCA concerns the consortium internal obligations, while the DPD complements the legal documents by a description of the project-wide dissemination and communication processes, rules and tools to be applied throughout the 1000kmPLUS project. Thus, the DPD will be the reference document collecting all project exploitation, dissemination, and communication elements.

The 1000kmPLUS project's Plan for Use and Dissemination of Foreground will be systematically reviewed and updated on the occasion of each consortium meeting in a dedicated timeslot.

2   Introduction & Scope

2.1   Purpose and target group

1000kmPLUS is a typical EVGI innovation project financed through the H2020 Framework Programme. The key characteristics of this project are:

- 11 Partners from 4 EU countries,
- ca. 7 Mio. Euro total budget,
- Total work effort of approximately 660 person months,
- 8 work packages and 3 supply chains,
- 43 deliverables.

The objective of the dissemination and exploitation of 1000kmPLUS's results is to create awareness about the project's research and development achievements, both in the scientific, industrial, and societal domains. Dissemination and communication activities will target not only the academic and specialist audiences, but also non-specialist broad audiences and wide society; meanwhile exploitation activities will address industry-related bodies.

1000kmPLUS's Draft Plan for the Use and Dissemination of the Foreground aims to provide support for increasing the awareness, recognition, and business prospects for the project outcomes. This Plan will act as the reference guide throughout the activities for using and disseminating project's foreground, while pursuing initiatives that focus on all strategic audiences, target markets, and societal processes.

2.2   Contributions of partners

Explain which partner were involved and their activities in their various sections

TABLE 1: CONTRIBUTIONS

Chapter	Partner	Contribution
All sections	TUD	Main author of the draft

2.3   Relation to activities in the project

- This document describes the overall dissemination, communication, and exploitation management of 1000kmPLUS, including all Work Packages and all Supply Chains. In particular, it provides further guidance to the activities related to WP7 "Dissemination, Exploitation and Standardisation".
- Because this draft plan will be applied throughout the project duration, it is considered as a 'living document', i.e. it will be enhanced or adapted during the project as required.

3 Dissemination methodology and target groups

3.1 Key concepts and objectives

The following definitions of the key terms used in this document originate from the European Commission's Participant Portal[1]:

Communication: *"Communication on projects is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."*

The general purpose of communicating about European projects is to promote European collaborative research and innovation[2].

The 1000kmPLUS project communication objectives are the following:

- To raise public awareness and ensure maximum visibility of the project's key facts, objectives, activities, and findings among the EU and global public,
- To announce and promote 1000kmPLUS events, contributing to upgrade its attendance and engagement potential,
- To support the dissemination objectives,
- To promote EU research cooperation on the development and integration of technologies enabling the improvement of the energy efficiency of vehicles using alternative powertrains.

Communication will therefore contribute to supporting dissemination and exploitation objectives while targeting stakeholders beyond the immediate interest groups, such as the public at large.

Dissemination: *"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."*[3]

The dissemination of the project outputs to key stakeholders aims at (1) making the knowledge and especially the project results available to the widest audience and (2) enhancing project exploitation potential.

With the aforesaid definitions in mind, setting the objectives and targets of the dissemination and communication strategy is the first step within this Plan. The overall objectives are the following:

TABLE 2: COMMUNICATION OBJECTIVES AND EXPECTED OUTCOMES

Communication objectives	Expected outcomes
To achieve a European-level awareness by providing information on content and results of the 1000kmPLUS project via different channels.	Citizens, policy makers, industry and research professionals, across Europe become informed about the possibilities novel electric powertrain technologies offer, especially a travel experience that is close to what is

---

[1] http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html
[2] http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf
[3] [2] http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

To develop a well-recognised visual identity for 1000kmPLUS, create dissemination material, support events on local, national, and international levels.	Design and production of visual identity and guidelines, design of templates. The created visual identity ('brand') of the project will be distinct, memorable, scalable and flexible, and easy to apply (intuitive and easy-to-use for project partners).

known today with conventional CO_2 intensive combustion engines.

3.2 Target audiences

The target audiences for 1000kmPLUS communication and dissemination include industry, regulatory bodies, policy makers, research/academic community, and the wider public. The communication strategy is expected to target all involved, interested, and potential audiences. It is also expected to identify potential interested members who could spread the word of 1000kmPLUS key messages, increasing and widening audience participation.

FIGURE 1: 1000kmPLUS POTENTIAL AUDIENCES
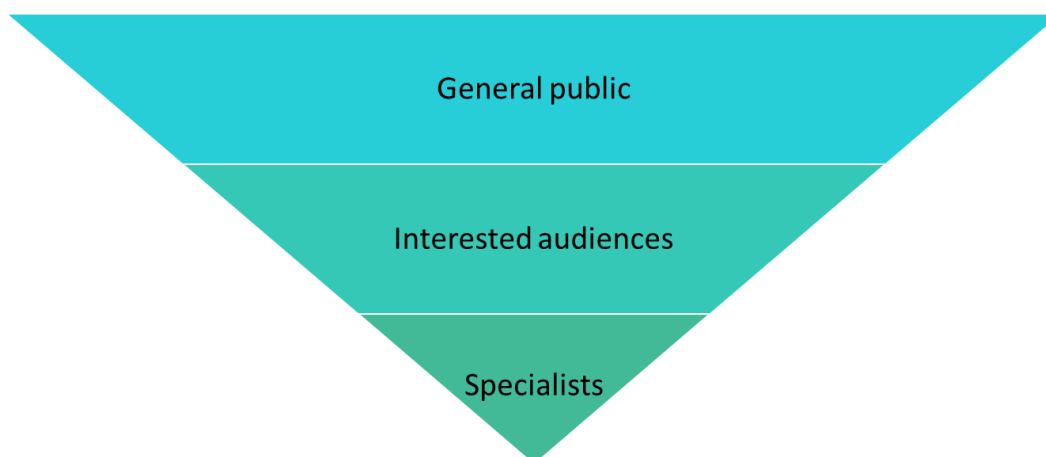
The inverted pyramid (see figure above) divides all potential audiences into a few simplified levels (or Audience Classes), depending on their level of interest and knowledge of the context and issues that are being communicated.

The difference Audience Classes are:

- General public: this Class does not actively seek information. This lack of motivation and a low wish to dedicate one's time to become more familiar with the topic is coupled with a low understanding of how the EU, its institutions, and their programmes work. Reaching them is, therefore, particularly difficult. Messages will therefore focus on 'Added Value' in areas of interest to them, rather than the EU's institutions, policies and programmes;
- Interested audiences: the other audiences in the pyramid's upper half are not involved in automotive, semiconductor and battery sectors directly, but they know it is important, may have an influence over it, and need clear, useful, non-technical information. Two basic sub-classes are often distinguished:

- o Interested public: while not highly motivated to seek and study information, they are interested enough to visit a website, read a relevant newspaper article, or even thumb through a brochure (if we can get it to them);
  - o Interested decision-makers: while not in the sector, they may influence and/or benefit from our content. Examples include influential organisations in the fields of research, environment, etc.
- Specialised audiences: in the lower half of the Inverted Pyramid, are audiences from the automotive, semiconductor and battery sectors – i.e., they are professionally motivated to get learn about and get involved with the 1000kmPLUS activities. These groups are often where 'stakeholders' are found. Two audience sub-classes can be distinguished:
  - o *Specialised decision-makers*: these are the people who may, for example, decide whether their organisation should get involved in collaborations with 1000kmPLUS;
  - o *Highly specialised people*: these are the people who are directly involved in relevant work in their day-to-day occupation.

Structuring our audiences using the Inverted Pyramid will have impacts on what communication in particular with relation to:

- Language style: The language style used in the different products will vary, generally becoming more specialised at deeper levels. This is because it is not true that jargon is to be avoided at all costs – specialised audiences understand jargon, and will quickly tire of material explaining things to them which they already know, in language they would consider infantile. Technical language, therefore, has its place – but not in products written for 'upper pyramid' audiences;
- Design style: This is equally true for design issues – it may actually be counter-productive, as well as a waste of resources, to design a report aimed at highly specialised audiences as a glossy product, covered with a multitude of images and illustrations. In this case, the product type is inappropriate for both the audience and the message.

The following table therefore sets out the goals we wish to reach for each audience category.

TABLE 2: AUDIENCE GROUPS AND ASSASSINATED GOALS

Audience group	Project goals
General public	Promote the benefits and the feasibility of the 1000kmPLUS goals to the general public
Interested public	Recommend easy to above average to understand information to the interested parties.
Interested decision-makers	Recommend 1000kmPLUS to the policy makers and shareholders in their region/country.
Specialised decision-makers	Join 1000kmPLUS and cluster community to contribute to project goals, learn from 1000kmPLUS results.
Transport industry/research professionals	Provide above average and professional level information to facilitate information exchange with interested parties.

4 Strategy deployment

We focus on the following types of activities to deploy the 1000kmPLUS strategy:

- Brand building material: Appealing logo, leaflets and posters; Interactive conference-booth with demonstrators
- Print-based publications: News (industry and public), journals, open access publications
- Web-based publications: 1000kmPLUS website, OwnCloud, Videos of field trials, Public deliverables, e-publications/ online papers and reports, Instagram, etc.
- TV/Radio publications: National TV/ morning shows, TV news items, Radio interviews
- Public consultation: Open dialogue with the society (including social media), Events-based – active presence in international conferences, workshops

4.1 Brand building Material

4.1.1 Project Logo

FIGURE 2: 1000KMPLUS PROJECT LOGO

The 1000kmPLUS logo depicts the title of the project combined with three overlays.

1. Slightly dissolving the letters, what gives the logo a look of spreading frequencies. This stands on the one hand for connectivity and automated driving but even more so it shall make a link to the AutoDrive project, to show that the 1000kmPLUS project intents to liaison with the European lighthouse on automated driving and European driving technologies in general.
2. The green bars within the numbers and the letter "U" shall represent the state of charge of the battery which is rapidly rising, due to enhanced fast charging capabilities. Furthermore shall it represent the green future electro mobility stands for.
3. The letter "S" is altered in a way that it represents s both the letter as well a power plug needed to fast charge

4.1.2 Posters, leaflets, and promotional material

1000kmPLUS approach is to use the consortium's experience and knowledge of individual groups' needs to develop promotional material that can reflect the 1000kmPLUS message and reach its target audiences through the right channels, using the appropriate content and style. The material will carry the EU and 1000kmPLUS logos which along with the visual identity will create awareness across the target audiences. The guiding principles behind our approach are to raise awareness about 1000kmPLUS, targeting audiences and stakeholders through a careful combination of text and design, so as to maximise the impact of all communication activities.

Examples of the poster and presentation template are illustrated in figure below:

The communication material in paper or digital forms will be adapted to every event and the information will be up-to-date.

We believe that the impact of the leaflets and the promotional material and their appeal will be maximised through a combination of easy-to-understand language, avoiding technical jargon and by selecting designs/graphical elements/images that are clear and get the messages across easily.

4.2 Print-based publications

With the cooperation of other consortium members, research outputs will be disseminated on national and international level.

For the general public the communication channels of EGVI, Infineon as well as the other partners will be used in order to communicate the findings through typical news papers. For the interested public car magazine shall be used and for specialists industry news are foreseen as information channel.

Furthermore will the 1000kmPLUS presented through the partners by joining poster sessions on fairs and exhibitions.

4.2.1 Publications in Journals as well as Open Access

Under Horizon 2020, each beneficiary must ensure open access to peer-reviewed scientific publications. Beneficiaries must - at the very least - ensure that their publications:

- can be read online, downloaded and printed.

Peer-reviewed publications refer to publications that have been evaluated by peers, i.e. other scholars. Peer review is typically, yet not exclusively, organised by the journal or publisher to which an article or manuscript is submitted. New approaches to the organisation of peer review are expected to become more prevalent in the coming years. The dominant type of peer-reviewed scientific publication is the journal article. In addition, however, beneficiaries are strongly encouraged to provide open access to other types of scientific publications, some of which may, in some cases, not be peer-reviewed, including monographs, books, conference proceedings and grey literature (informally published written material not controlled by scientific publishers, e.g. reports). The open access mandate is composed of two steps:

1. depositing publications into repositories, and 2
2. providing open access to them. These two steps may or may not occur at the same time, depending on whether open access publishing ('gold' open access) or selfarchiving ('green' open access) is used, and, in the case of self-archiving, depending on the embargo period (if any).
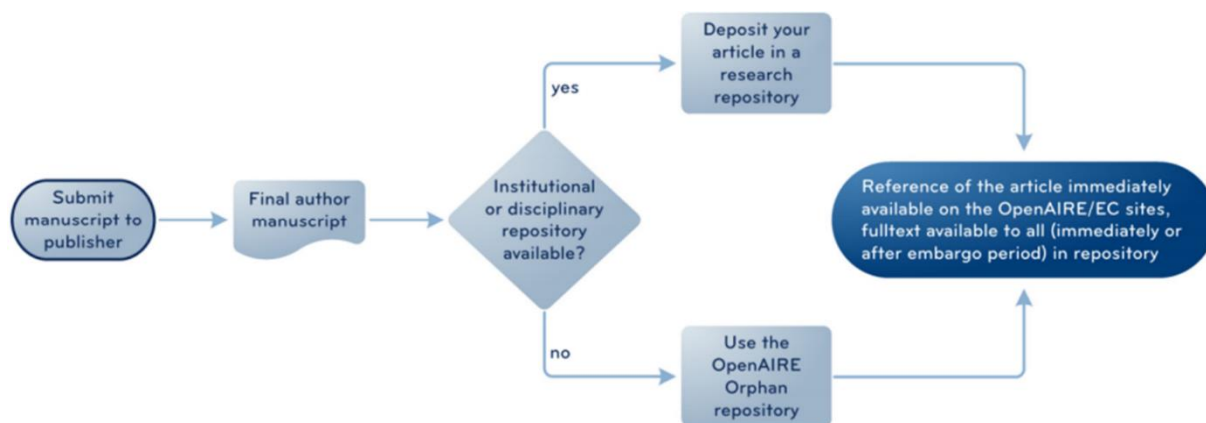

FIGURE 4: PATH TO OPEN ACCESS VIA OPENAIRE PORTAL

Project beneficiaries will also ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication. The bibliographic metadata will be in a standard format and will include the following:

ACKNOWLEDGEMENT: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824262".

The purpose of the requirement on metadata is to maximise the discoverability of publications and to ensure the acknowledgment of EU funding. Bibliographic data mining is more efficient than mining of full text versions. The inclusion of information relating to EU funding as part of the bibliographic metadata is necessary for adequate monitoring, production of statistics, and assessment of the impact of Horizon 2020. For adequate identification of the action concerned, the grant number, name and/or acronym of the action is needed (preferably all three). The publication date and embargo period enable the monitoring of the embargo periods. The persistent identifier (for example a Digital Object Identifier, DOI) identifies the publication. It allows linking to an authoritative version of the publication. For example, OpenAIRE (http://www.openaire.eu) will provide means to check the metadata compliance of the chosen repository.

4.3   Web-based publications:

The 1000kmPLUS web site is designed as a useful tool to provide a practical way of project work and dissemination. The web site is divided in two parts, public information (https://1000kmplus. automotive.oth-aw.de) and a project internal data exchange. All web sites are setup within a flowing process and frequently updated with new input, e.g. news of the project, meetings or developments. The web site will also be used to provide downloads of the public deliverables. A separate partners-only section of the website, secured with individual log-in, is used to share confidential information amongst consortium members.

4.3.1 Web site design

The web design is made up to fulfil the corporate design, made up by the logo and the template for presentations and posters used for the internal and external project communication. This is important for the recognition factor and the continuous solid public image. An example screenshot of the website can be seen below.

FIGURE 5: 1000KMPLUS WEBSITE

4.3.2 Social media: Instagram

Instagram will be used for instant updates and for sending the message, pictures and videos about the project, key developments, and event attendance. The dissemination manager will use Instagram in order to raise public awareness as well as attract interested stakeholders to engage and follow the project. The performance will be measured by the number of followers.

4.4 TV/Radio publications

To multiply the impact of the 1000kmPLUS towards the different and broad audiences, we will contact local, and international media, including TV producers and individual journalists. There are countless media resources interested in transport-related stories, keeping in mind that free media coverage can be an easy way to get results out to as many people as possible. Media and key opinion leaders in the domain of transport research can be made allies, as the issues raised have high interest for society, both on an international and local level. Subjects relating to efficiency, safety, environment, transport, social impact, etc. represent opportunities for contacting both international and local journalists and the actors in the social and political arena.

1000kmPLUS partners will seize the opportunities to appear in different national TV shows (such as morning shows), news programs, and radio broadcasts (such as BBC Technology and innovation Podcasts) to present 1000kmPLUS to the general public and raise awareness of the future of mobility.

4.5 Public consultation

Awareness-raising regarding 1000kmPLUS is expected to be impacted positively by project representation in relevant events. We will represent 1000kmPLUS at a number of events aiming to promote the 1000kmPLUS project outputs and to disseminate by all appropriate means and tools, all relevant information that will raise public awareness about the consortium's work. Participation in events is also an opportunity to increase and strengthen the network of relevant parties interested in becoming multipliers of 1000kmPLUS.

Below is a list of the events and conferences in the area of transport research, where 1000kmPLUS was present (will be updated continuously):

TABLE 3: EVENTS AT WHICH THE 1000KMPLUS PROJECT WAS ATTENDING

No	Name of the event	Date	Location

5 Evaluation of the communication and dissemination strategy

The evaluation of the communication strategy concerns both qualitative and quantitative indicators. Once measurable objectives are defined we will then the measured as to what degree the project has achieved the objectives set. Process evaluation will involve examining the progress of the strategy's implementation and will refer to an outreach activity that is quantifiable through the quantity of scientific articles, material distributed, number of events participated, the development and dissemination of messages and materials, media presence and traffic created in social media.

There are various key issues associated with measuring and controlling a promotion strategy and plan. The objectives chosen must be realistic, clearly defined, relevant, and coherent; the means of measurement must be objective, clearly defined and quantified, and the measurement process must not involve significant levels of cost relative to the objectives themselves. The evaluation needs to be continuous or incremental as much as possible, in particular for non-repetitive actions. Finally, the measurement of different actions must allow some degree of comparison with other actions and/or alternatives.

Effective measurement of "impact" is vital if proper control is to be maintained over operations and if cost-effectiveness is an aim.

Achievement is often more difficult to measure and compare, and thus needs to be carefully quantified and measured according to the specific type of action involved. In the 1000kmPLUS, the number of scientific articles and patents are potential indicators of success.

Communications will be evaluated based upon the success in reaching the identified target audiences. Evaluation will focus primarily on indicators and tools for process and outcome evaluation. Process evaluation refers to an outreach activity that is quantifiable through the attendance of persons present from the audience quantity of material distributed, the development and dissemination of messages and materials, and the efforts made to work with the media. Outcome evaluation examines the outcomes of a campaign that have immediate or short-term effects on the target audience.

The tools, products and activities outlined in this draft DPD will be monitored, measured, evaluated and realigned on an ongoing basis.

6 Abbreviations

EC – European Commission

IPR – Intellectual property rights

NGA – National Gran Agreement

OEM – Original equipment manufacturer

PCA – Project Consortium Agreement

PGA – Project Grant Agreement

DPD – Plan for the Use and Dissemination of Foreground

Tier1 – direct suppliers to OEMs

TRL – Technology Readiness Level

WP – Work package

SC – Supply chain

7 List of figures

8   List of tables

- Last page of the document is intended to be blank! -