



Optimization of Electric Vehicle Autonomy

D7.2. Dissemination and Communication plan

Document information

Contract number	
Dissemination Level	Public
Nature	Report
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Keywords	Communication, dissemination, project design, website, social media, project logo, marketing, community



“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101097267”.

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1. INTRODUCTION

This deliverable D7.2 defines the elaboration of the dissemination and communication strategy to maximize OPEVA visibility and impact.

To allow the most widespread target audience to get in touch with project outcomes, dissemination activity is to be carried out in Task 7.1. The aim of the dissemination and communication plan is to inform the authorities and the general public about the technological advances made possible by the OPEVA project. Specific contents targeted to each particular audience will be created in the forms suitable for different uses: flyers, videos, press announcements, journal publications, conference presentations, event advertising, event participation, brochures, and so on. The project website will be used as the pivotal tool for the optimum implementation of the dissemination activity.

The project starts with the development of a project identity in order to ensure a uniform appearance to the external community at all levels (regional, national, and European) and towards all stakeholders. Moreover, the OPEVA website was prepared (within the first quarter-year after the project kick-off) for further activities of dissemination. The website will be continuously updated with current project activities and links to relevant results and information.

2. DISSEMINATION & COMMUNICATION STRATEGY

As specified in the preliminary proposal, the overall dissemination and communication strategy is split into three phases with slightly different objectives, which are supported by relevant dissemination measures:

- In Phase I, the dissemination activities will be aimed at the increase of awareness among stakeholders about OPEVA project in order to provide them with relevant insight into the project focus, planned concepts and research topics. This phase will support the engagement of external stakeholders to the project.
- Phase II of the dissemination strategy will strongly support dissemination of the project results with novel knowledge, which will be efficiently transferred to relevant target groups. In this phase, the dissemination will embrace two main streams: (i) the spreading novel knowledge to relevant stakeholders for enhancing the research impact of the project, (ii) application-oriented dissemination of results supporting exploitation activities.
- Phase III will focus on the dissemination of the overall results related to real world experience from demonstrators. The activities will significantly support the final exploitation phase and enhance the utilization of the project results beyond the project. Here, the strong emphasis will be put on the dissemination of results related to demonstrators, replication studies, policy, and standardization positioning paper etc.

The dissemination/Communication and exploitation strategy are built on the V-Model, which combines these two to reach a wider community and diversify the opportunities for the maximum benefit of the consortium. As depicted in Figure 1, dissemination/communication

and exploitation first start within their specific context but in the meantime, they get aligned with each other. The model says that there should be a mutual understanding between dissemination/communication and exploitation which are also aligned with OPEVA objectives in general.



Figure 1: The V-model for combined dissemination and exploitation

Communication internal to the project consortium and necessary for the coordination and execution of the project is not in scope of this deliverable document, but rather it is covered by D8.9 Project repository and partners' communication setup. Only communication to the outside world, with respect to the project boundaries, is covered in this document.

3. TARGET DISSEMINATION & COMMUNICATION GROUPS

The consortium is aware of the specific characteristics of different target dissemination groups with various dissemination goals and various relevant information. The Table 1 includes identification of target dissemination groups (Who) categorized into three types (Research, Industry and Public authorities). For these groups, various dissemination goals and information (What) were carefully selected with consideration of specific interests of different audiences.

Table 1: Target dissemination groups

Target Groups		Dissemination Goal	Information
Research & Technology	Wide research community (Universities, Research Centers,	<ul style="list-style-type: none"> Knowledge transfer focused on the improvement of the awareness about project in the 	<ul style="list-style-type: none"> Novel research findings enhancing current state of the art.

	R&D Organizations etc.)	research community, which will enable cooperation with other scientists and open their possible contribution.	
	Clustering with other Horizon Europe projects	<ul style="list-style-type: none"> Enhance the cooperation with other research projects enabling synergic effects among projects. 	<ul style="list-style-type: none"> Novel scientific and technical findings with potential to enhance current state of the art
	BRIDGE Initiative	<ul style="list-style-type: none"> Closely cooperate with the BRIDGE initiative in order to share the main technical and research outcomes with the community embracing cross-cutting issues in energy projects. 	<ul style="list-style-type: none"> Novel scientific and technical findings with potential to enhance current state of the art
Key Stakeholder	KDT Community	Closely cooperate with KDT Community to increase the awareness about project in the community.	Novel scientific and technical findings with potential to enhance current state of the art
	CCAM Community	Closely cooperate with the CCAM Community in order to share the main technical and research outcomes with the community	<ul style="list-style-type: none"> Field experience from demonstrations Novel research findings enhancing current state of the art.
	2ZERO & Green Deal Communities	Closely cooperate with the 2ZERO & Green Deal Communities in order to share the main technical and research outcomes	<ul style="list-style-type: none"> Field experience from demonstrations Novel research findings enhancing current state of the art.

		with the community.	
Industry	Battery manufacturing companies	<ul style="list-style-type: none"> Improving the project awareness emphasizing the marketing and propagation of the project outcomes. Sharing and integrating experiences and knowledge Raising industry interests by the demonstrating the added value of the technological and methodological project results 	<ul style="list-style-type: none"> Market potential of main project outcomes Novel scientific results and innovative technical findings Field experience from demonstrators
	EV manufacturing companies		
	Electrical chargers manufacturing companies		
	Automotive & OEMs		
	Distribution system operators		
	Energy utilities		
	ITS & Mobility		
	Telecom & IT		
	e-commerce/logistic companies		
	special vehicles manufacturers		
Public authorities	Regulators and policy makers	<ul style="list-style-type: none"> Influencing and supporting the policy priorities in relevant fields (EV charging infrastructure, battery safety etc.) in order to eliminate the possible barriers in the exploitation of project results Providing the recommendation on relevant policies. 	<ul style="list-style-type: none"> Market potential of main project outcomes Field experience from demonstrators

	Standardization bodies	<ul style="list-style-type: none"> • Providing recommendations to the standards enhancement in field of charging infrastructure in order to accelerate adoption project outcomes. 	<ul style="list-style-type: none"> • Novel scientific results and innovative technical findings related to standardization.
	Regional governments and municipalities	<ul style="list-style-type: none"> • Supporting regional development strategies in field planning of EV charging infrastructure. 	<ul style="list-style-type: none"> • Social-economic benefits of main project outcomes. • Field experience from demonstrators.

To reach a wider pool of stakeholders, we will leverage our **extensive networks as indicatively listed below**.

Consortium networks for dissemination of results	
CCAM Partnership (MER, FHG, RISE, EIN)	ETSI TC ITS
IAMTS at SAE International	DIGITALEUROPE (ITL)
ERTICO – ITS Europe	EIT Digital
KDT (formerly ECSEL) clusters: ARTEMIS, AENEAS, EPoSS	Vietnam National Strategy on Research, Development and Application of Artificial Intelligence to 2030
Digital SME Alliance	European Cluster Collaboration Platform
Enterprise Europe Network	Consorzio Interuniversitario per l'Informatica (CINI)
5GTR Forum, Smart Mobility Clustering of Turkey 6G platform for Turkey	European Cyber Security Organisation (ECSO)
Emilia Romagna high technology network	EUREKA Clusters (ITEA, CELTIC-NEXT, EURIPIDES, PENTA, SMART, EUROZIA, Xecs)

The publication of relevant scientific outputs is one of our project's key channels of dissemination. As a result, a considerable number of scientific publications is foreseen, and an indicative list of journals is given below. This list is not exhaustive and it is the role of the main author to propose fair and equal distribution of co-authorships and determine the order.

Indicative Journals for dissemination of Project results (w.r.t. Web of Science Group, not limited to)			
Title	Impact factor	Title	Impact factor
Int. Journal of Information Security	1.494	J. of Transportation Safety and Security	1.642
Int. J. Info. Tech. & Decision Making	1.894	J. of Intelligent Transportation Systems	3.269
Reliability Eng. and System Safety	5.040	Sustainable Cities and Society	5.268
IEEE Intelligent Transp. Sys. Magazine	3.363	IEEE Security and Privacy	2.040
IEEE Trans. Info. Forensics & Security	6.013	Open Research Europe (ORE)	NA

The following table provides an **indicative list of relevant external events**. This list is not exhaustive, and each partner is free to choose any national or international event or conference, which may be interesting for showing results from the OPEVA project.

Indicative events for the dissemination & exploitation of the project's outcomes (but not limited to)	
ECS Brokerage Event	EU-wide annual conference organised by ARTEMIS, AENEAS, EPoSS focusing on electronic components and systems (Key Digital Technologies)
Automechanica	International trade fair for the automotive service industry
Futuroad Expo	Exhibition for freight and commercial vehicles
Busworld	Int. conf. and exhibition in the broad area of the automotive industry
Hypermotion	Pioneering Mobility & Logistics
Mobility Pioneer	Topics Include Public Transit, Infrastructure, Transportation Systems Management and Operations, Fleet Operations, Autonomous Vehicles, EV
The Autonomous Hybrid Event	Crucial safety topics for the future of autonomous mobility.
The Smart City Summit and Urban Mobility Expo	Smart Cities and Planning, Urban Mobility Solutions, Micromobility, MaaS and Public Transportation, Autonomous Vehicles
Vehicle & Transportation Technology Innovation Meetings	Vehicle makers and tier suppliers to mobility decision-makers, technology entrepreneurs and solution providers.
EUREKA Cluster Events	Events covering smart cyber-physical systems (e.g., ITEA, CELTIC-NEXT, EURIPIDES, PENTA, SMART, EUROZIA, Xecs)

4. DISSEMINATION & COMMUNICATION CHANNELS

Various dissemination and communication measures can be considered for the efficient transfer of information towards selected target groups (How). The Table 2 contains the specification of dissemination and communication measures, where different channels are identified and relevant measure description with identification of the set of dissemination routes.

Table 2: Dissemination and communication channels


Dissemination Channel	Description and preliminary implementation
Visual identity	<p>The project design guarantees that everything realized within OPEVA will be recognized as part of it. The logo will be used for external as well as internal communication. It will be included in every type of marketing material as well as all templates and publications (e.g., reference presentation template, deliverable template as well as general documents). A dedicated, secure Microsoft Team repository has been created to store all relevant project documents. All documents, reports and deliverables are stored there.</p>  <p><i>Figure 2: Project logo</i></p>
Website	<p>The project website was designed at the beginning of the project and serves as the main dissemination channel of the OPEVA project, where project execution information, results as well as partners' contribution are periodically updated (on a monthly basis). The interactive website provides a visitor with an overview of project content and activities, achieved results and deliverables and other relevant information.</p> <p>It is accessible using this link https://opeva.eu/. It was launched the second month of the project, on March 1st, 2023. Suitable analysis tools will be used to automatically monitor the impact and generate reports.</p>



Figure 3: OPEVA Website- Home page

Social media
and
propagation
videos

Social media plays an important role in the communication strategy, which is mainly based on existing relevant social media platforms. The intensive communication towards general public is supported by:

- **LinkedIn** (accessible using this link: <https://www.linkedin.com/company/90923393/admin/feed/posts/>). It contains Posts related to the project meetings, partners' highlights, repost of information about the project published by the partners, repost of information relevant for the project, and invitations to upcoming dissemination/communication events.

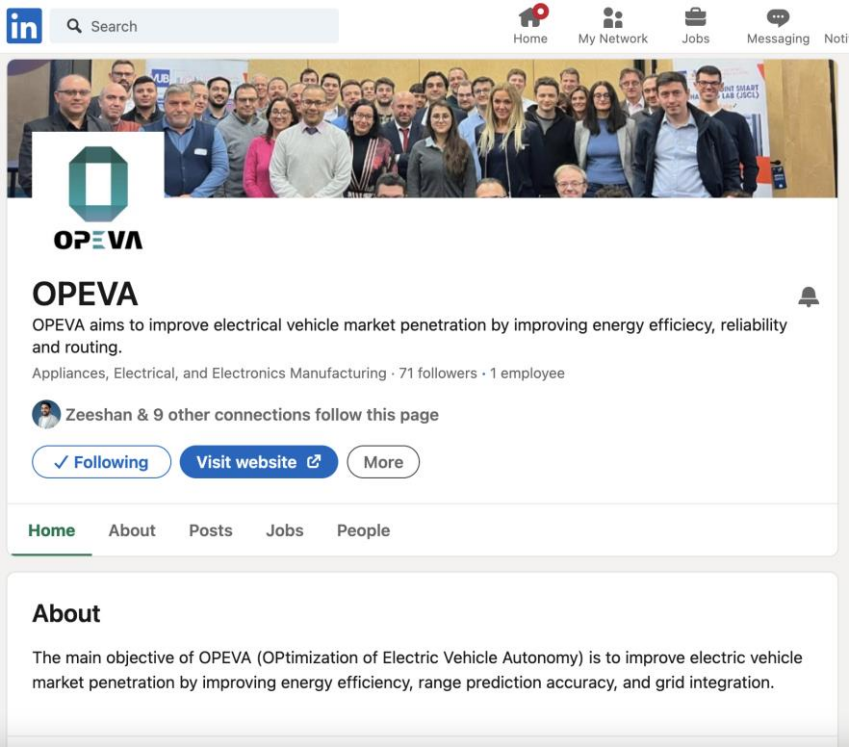


Figure 4: Screenshot of the LinkedIn group

- **Facebook** (accessible using this link: <https://www.facebook.com/profile.php?id=100094338415612>). It contains: Posts associated with the main events of the project, Invitations to upcoming dissemination/communication events, and Posts with demo from the partners.

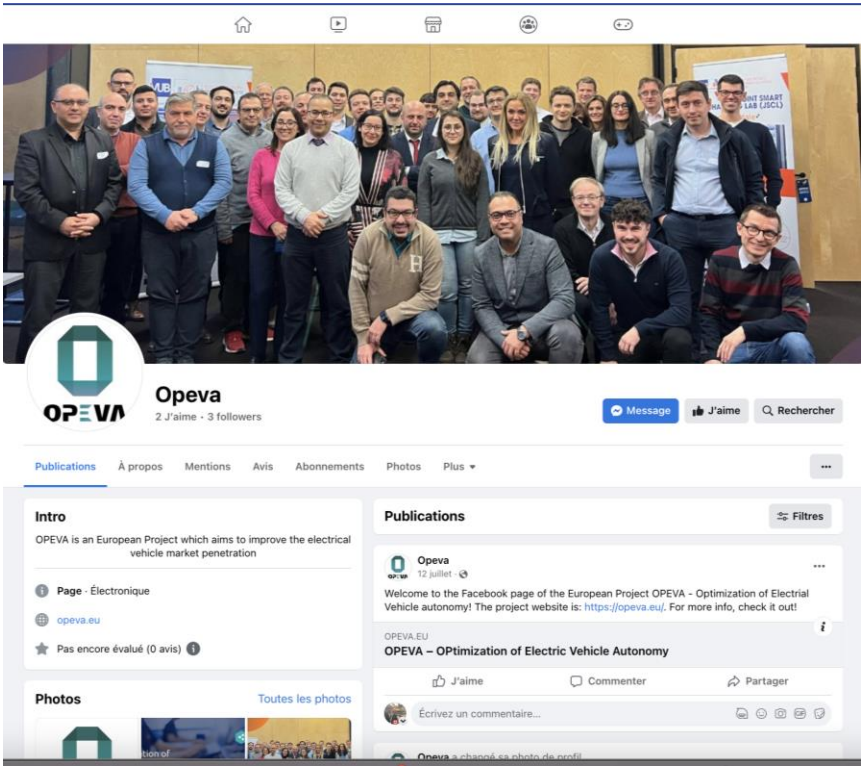


Figure 5: Screenshot of the Facebook group

	<ul style="list-style-type: none"> - YouTube will be utilized for presentations, videos, and webinars.
Project promotional materials	A project flyer, brochure and poster will be designed and will include clear information graphics demonstrating most essential elements of the OPEVA project. The promotion materials will be distributed at events, fairs and by email based etc. based on target detail level, where flyer and poster will contain mostly high-level content, while brochure will include more technical details about project.
Scientific journal articles	The OPEVA project has the ambitions to submit -thirty peer-reviewed scientific papers to open-access scientific journals and magazines in the fields of energy systems, energy storage and renewable energies and others. The will draft open access paper, whose publishing will be approved by the consortium members (exploitation manager) and consequently will be published in scientific magazines and international journals such as Energies, Applied Sciences, Renewable and Sustainable Energy Reviews, IEEE Transactions of Power Systems, IEEE Transactions on Smart Grids, Applied Energy, SAE International Journal of Connected and Automated Vehicles; International Journal of Vehicle Autonomous Systems, IEEE Transaction on Vehicular Technology, etc.
Scientific conferences	The OPEVA partners will actively participate in scientific conferences with relevant research topics in order to increase the dissemination of novel knowledge coming from the project to the research community and enhance current state of the art. This measure will be mainly utilized in the second half of the project execution, when novel knowledge is expected to be obtained. Some of the initial conferences are EVS – International Electric Vehicle Symposium, EVER – International conference on Ecological Vehicles and Renewable Energies, VPPC – IEEE Vehicle Power and Propulsion Conference, EPE – European Conference on Power Electronics and Applications, IEEE PES ISGT Europe, European Control Conference, IEEE Design, Automation, and Test in Europe (DATE) Conference, EEHE, EES, IRES, AABC Europe, Oxford Modeling Symposium, Advanced Battery Power Conference, ICAE, ECS, IEEE Vehicular Technology Conference (VTC) and International Conference on Intelligent Transportation Systems (ITSC) etc.
OEM road show	Dedicated visits of main research and industrial partners of OPEVA to interested OEMs to provide details of the achievements and aims of the project. The OEM Road show presentations will be based on an agreed slide set updated at each full assembly. The OEMs in the project will contribute to six demos in the project. Additionally, some other OEMs will also be invited to the demonstrations and informed about the results.

Training activities (Webinars)	OPEVA outcomes have a dissemination potential to multiple target groups with their specifics. Therefore, the consortium will provide a series of training sessions, which will be focused on sharing and disseminate knowledge coming from the project. Based on the level of technical details, technology or knowledge providers will prepare a special webinar on selected topic, which will be aligned with project content and its execution state (from general information towards specific topics). Online stream, social media (YouTube), website etc. will be used for training activities.
Newsletters	Particular consortium members will publish dissemination outcomes in their own newsletters and magazines focused on the selected community (e.g. energy groups).
Press releases	<p>Press releases will be published to inform about the achievements during project execution. The press releases will be delivered in English for major European Daily news and will be translated to the languages of the partners participating in the project to release in national news.</p> <p>The first press release is accessible in the Project website:</p>
Networking events	The OPEVA consortium members will attend special networking events for enhancing the network of potential collaborative partners, end-users or other stakeholders. These events include, but are not limited to, EFECS, ECS, and KDT events, European Utility Week, CES in the US, etc.
Presence at trade fairs and industrial events	The OPEVA members will actively participate in the industrial events, third-party workshops and fairs at the European as well as national level in order to improve the dissemination toward industry, foster the cooperation, etc.
Own organized workshops and special sessions	Special workshops will be arranged, which will be aimed at sharing of knowledge and presentation of developed technologies to potential end-users. To maximize the impact, special workshops or session will be organized additionally to larger specific events, where a high number of stakeholders will attend.
Final conference	The outputs of the OPEVA project will be presented at the final conference organized by the consortium, where participants from various target dissemination group will be invited.
Final project brochure	The brochure will characterize the OPEVA project and will summarize the main outcomes and experiences obtained during the project execution. The real-world experiences, best practices and knowledge from demonstrators will be one of the most important parts of the brochure that will also be published in project website.
Thesis	On the OPEVA project, master and Ph.D. students will participate, whose involvement will produce their thesis. Individual departments of relevant universities, research centers and organizations have already planned the subject of theses.

5. DISSEMINATION & COMMUNICATION: MONITORING AND EVALUATING

5.1 Monitoring and Guidelines for Partners

The European Commission is encouraging the Dissemination and Communication Leaders to record, track, monitor, coordinate, and report all the project dissemination and communication with dedicated Deliverables and sessions inside the Periodic Reports. An Excel file (OPEVA - WP7 - Dissemination and exploitation tracking.xlsx) was prepared in order to track each partner's contribution, prepare a complete list of possible future actions and monitor/assess each dissemination activity. This file, created at the very beginning of the project, is accessible via the internal shared folder.

The following guidelines were provided to the partners as procedures for disseminating in OPEVA (i.e., submit a peer reviewed article, attend a conference, have a booth, publish press releases, post online information about the project, communicate with media, etc.):

- Send an email to the Dissemination Leader and to the other involved partners (i.e., coordinator and coauthors for publications) with basic information about the planned dissemination activities, respecting the clauses of prior to notice, approval, and acknowledgement.
- The Dissemination Leader will update the Excel file that will be made available for partners. Co-authorships in scientific publications are encouraged.
- Once the article is published/ the conference or exhibition is closed/ the link to media channels is available, the partner will send to the Dissemination Leader by email some additional information for the repository and update of the Excel file.
- Every 6 months, the Excel file will be circulated by email amongst the project partners for a double check and updates.

The purpose is to provide a sense of the effectiveness and reach of the project's communication activities. These measures and KPIs are tracked internally in WP7.

When disseminating the results of the project, it will be always ensured, that following sentence is mentioned: "This paper is supported by the OPEVA project that has received funding within the Key Digital Technologies Joint Undertaking (KDT JU) from the European Union's Horizon Europe Programme and the National Authorities (France, Belgium, Czechia, Italy, Portugal, Turkey, Switzerland), under grant agreement 101097267. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or KDT JU. Neither the European Union nor the granting authority can be held responsible for them."

5.2 Evaluating

In this subsection, considered dissemination & communication groups are linked with relevant dissemination and communication channels as shown in Table 3. Further, the table includes measurable dissemination performance indicators, which are consequently partitioned into particular project years (When). Yearly targets were specified according to particular phases of the abovementioned preliminary dissemination strategy.

Table 3: Dissemination Channel Summary

Channel	Target groups			Performance Indicator	Target				
	Research	Industry	Public authorities		Overall	1st year	2nd year	3rd year	4th year
Visual identity				Templates and logo	3	3			
Website	✓	✓	✓	Unique website visit	>5000	1000	2000	2000	
Social Media	✓	✓	✓	LinkedIn followers	>200	100	50	50	
				Facebook followers	>200	100	50	50	
Project propagation video	✓	✓	✓	Monthly views	100	-	-	-	
Project promotional materials				Flyer: Number of people reached	> 5000	1000	1500	2500	
				Poster: people reached	> 5000	1000	1500	2500	
				Brochure: people reached	> 1000	200	400	400	
Scientific journal articles	✓	✓		Number of accepted/invited papers	> 10	0	4	6	
Scientific conferences	✓			Number of participated events with accepted/invited presentations	> 20	4	6	10	
Networking events		✓	✓	Events in which disseminate project's activities	> 3	1	1	1	
OEM roadshow		✓		Number of OEMs visited	> 18	4	5	5	4
Training activities (Webinars)	✓	✓		Number of organized webinars	> 6	2	1	3	

Newsletters		✓	✓	Contributions in newsletters.	> 6	1	2	3	
Press releases		✓	✓	Number of press releases	> 12	4	4	4	
Presence at trade fairs and industrial events		✓		Count of fairs or events attendance	> 5	1	2	2	
Own organized workshops and special sessions	✓		✓	Number of organized workshops or special sessions	> 2	0	1	1	
Final conference	✓	✓	✓	Final conference organized	1	0	0	1	
Final project brochure	✓	✓	✓	Final project brochure developed	1	0	0	1	
Promotional video	✓	✓	✓	total views	>60	10	20	30	
Thesis	✓			Number of Ph.D. thesis created based on OPEVA participations	> 2	0	0	2	

6. CONCLUSION

This document represents the public Deliverable D7.2 “Communication and Dissemination Plan” of the project OPEVA and it summarizes the strategy for disseminating its results and the activities planned to give high visibility to the project, its achievements and partners.

The communication and dissemination plan sets a clear orientation on what to do to achieve the communication and dissemination objectives during the project life. The focus for the first phase is to set up the tools and channels to start spreading information to the identified relevant stakeholder in order to provide them with relevant insight into the project focus, planned concepts and research topics. This phase will support the engagement of external stakeholders to the project. The communication and dissemination activities in the following project phases will experience a shift of focus towards the real-world experience from demonstrators and associated results and doing first preparations for the exploitation of the results. Hence, the second phase will strongly support dissemination of the project results with novel knowledge, which will be efficiently transferred to relevant target groups. The third

phase will focus on the dissemination of the overall results related to real world experience from the demonstrators. The activities will significantly support the final exploitation phase and enhance the utilization of the project results beyond the project.

The target audience is defined in this document as well as the corresponding dissemination and communication channels: project website, brochures, multimedia and social media; scientific publications, newsletters; workshops, events, press releases, etc. The corresponding materials will create awareness and inform the wide and various target audiences about the OPEVA project and its development. The dissemination and communication of the project's achievements should never jeopardize the potential protection of generated intellectual property and further industrial application. Therefore, before any dissemination activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to the Project Consortium Agreement (PCA). An Excel file was prepared in order to record each partner's contribution to dissemination and communication activities.

In order to ensure an efficient dissemination of the project result to relevant stakeholders in a comprehensive way, the dissemination strategy described in this deliverable will be yearly measured with some deliverables such as D7.4 and D7.5. The dissemination and communication activities are carried out in close coordination with exploitation ones, where a strong emphasis is put on the compliance with the IPR protection.