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Connected Electric Vehicle Optimized for Life, Value, Efficiency and Range

GRANT AGREEMENT No. 824295



## **CEVOLVER – Deliverable Report** D7.2 Dissemination Plan

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## **Publishable summary**

The aim of the initial Dissemination Plan is to present the planned actions for communication, dissemination and exploitation of the results of the CEVOLVER project. Furthermore, the achievements of the project consortium to date, in terms of disseminating the project vision, ideas, and results are summarised in this document.

The overall aim of the dissemination activities within the CEVOLVER project is to maximise the dissemination of results and to express them in terms that are readily understandable. This is in order to not only address experts in the field of low emission light duty powertrains, but also stakeholders at governments, industry and suppliers, in order to accelerate the implementation of the research findings. The secondary aim is to promote the project findings through presentations at workshops, scientific publications etc. Furthermore, dissemination involves preparing information for the project website and facilitating the technology transfer of the research into products and processes.

This document will be a living (running) document and will be updated on a regular basis and at every General Assembly meeting. Next to this, in its role as dissemination manager, Uniresearch will track and trace the dissemination activities closely.

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## 1 Introduction

The aim of the Dissemination plan is to maximize the dissemination of results and to express them in terms that are readily understandable not only to experts in the field of low emissions and electric vehicles, but also to stakeholders at governments, industry and suppliers, in order to accelerate the implementation of the research findings. The secondary aim is to promote the project findings through presentations at workshops, via scientific publications, etc. Furthermore, dissemination involves preparing information for the project website and it also aims at facilitating the technology transfer of the research into product and process.

The dissemination plan is described in Chapter 2. It includes:

- Target audience identification;
- Development of the dissemination material and tools;
- Usage of dissemination channels;
- Dissemination efforts for each of the various channels (during and after the run time of the project).

The dissemination rules and organization are described in Chapter 3, as well as the procedure for dissemination as agreed in the CEVOLVER Consortium Agreement.

Chapter 4 includes a report on the achievements related to dissemination made so far.

## 2 Dissemination Approach

The CEVOLVER Initial Dissemination Plan (D7.2) is prepared to give an overall view of the communication actions of the project, as well as to identify the project dissemination objectives, targets and tools. It also contains the plan which will give orientation for the activities throughout the entire duration of the project.

Communication and dissemination activities are crucial for the success of the project and therefore need to be carefully described and planned in advance. This document will be regularly evaluated and updated according to the dissemination needs throughout the project and future feedback from the CEVOLVER Work Package Leader Board.

First and foremost, the dissemination activities should support the exploitation activities of the project, making the results known to future users. The activities should also generate business opportunities for all project partners. Therefore, this plan describes the role of the partners within the project activities and serves as a guideline for them in relation to the dissemination actions towards a general audience, beyond the stakeholders directly involved in the project.

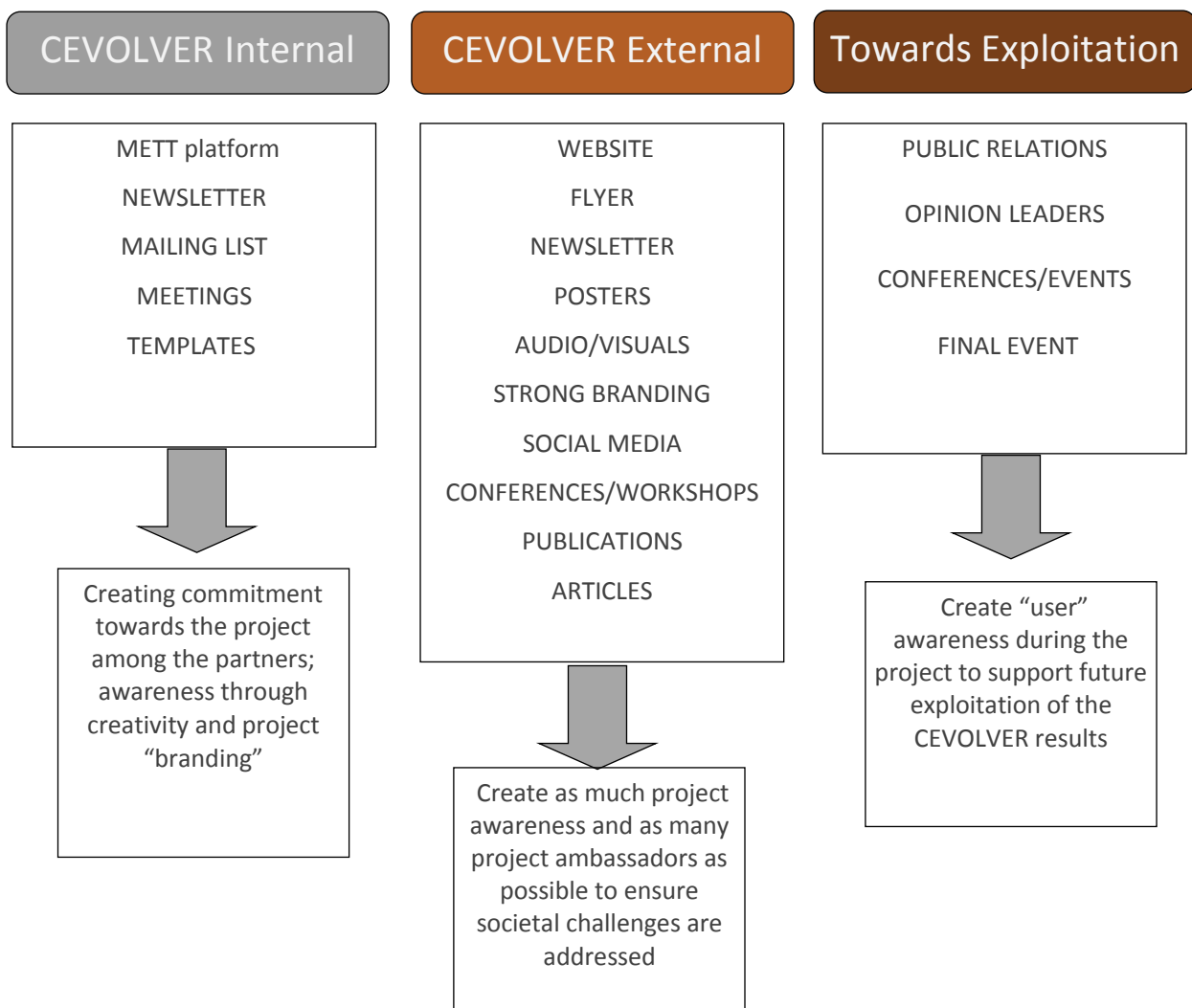
### 2.1 Aim

The dissemination of the project results and outputs is indispensable for realising the value of the project. These dissemination efforts will not just be focused on the three and a half year's project duration; they will also be directed at continuity of the CEVOLVER collaboration extending beyond the project lifetime. The dissemination plan will establish the rules and guidelines on how the project will share its outcomes with target groups (see below for more detail) and networks.

### 2.2 Overall dissemination objectives

- To communicate and disseminate the knowledge gained within the project (after protection of intellectual property) to the international EV and powertrain community and beyond. To this end it should be noted that the partners Robert Bosch, Centro Ricerche Fiat, IFP Energies Nouvelles and FEV are members of ERTRAC, the European Technology Platform (ETP) for Road Transport; Ford is member of EUCAR, the European Council for Automotive R&D in which all major European vehicle manufacturers are involved; Bosch is member of CLEPA, the European Association of Automotive Suppliers; FEV, IFP Energies Nouvelles, RWTH Aachen, Vrije Universiteit Brussel are members of EARPA, the European Automotive Research Partners Association of which Mr. Schernus (FEV) the coordinator of CEVOLVER, the president and chairman is; Ford is member of ACEA, the European Automobile Manufacturers Association; and IFP Energies Nouvelles and RWTH-VKA are members of EARTO, the European Association of Research and Technology Organisations. Many consortium partners are in contact with chief scientific advisors, ministers or key influential people and are actively participating in (inter)national government groups for advances in sustainable transport;
- To interact with international partnerships and counterparts. The latter amongst others through EUCAR, ACEA, ERTRAC and EARPA;
- To create public awareness through the website and through campaigns directed at social media. This becomes relevant in the market introduction phase.

The strategy is depicted below



## 2.3 Specific aims of the Communication, Dissemination and preparative Exploitation activities work package

The communication and dissemination actions in CEVOLVER will be carried out during the entire duration of the project. This dissemination plan will support the aims of the exploitation plan in safeguarding a broad communication and dissemination effort.

The Exploitation plan in the CEVOLVER project will aim to increase the market uptake of successful results. This plan, Deliverable D7.3, will be provided at month 12 of the project as draft and in month 40 (D7.4) as final.

Specifically, in relation to communication, the work package aims:

- To manage the communication network of CEVOLVER;
- To disseminate the activities and results of the project;
- To participate in symposia, workshops, meetings as well as organise the Final Event at the end of the project;
- To create a dedicated website for the CEVOLVER project. Both the public and a members' only website have been already created at the beginning of the project;

- To create all needed communication tools to give a visual identity to the project (e.g. project branding);
- To ensure the proper communication and dissemination of the information generated by the project to relevant stakeholders;
- To facilitate the communication systems within the project, as well as with other relevant related projects and organizations in order to promote the sharing of data and knowledge.

## 2.4 Target groups and stakeholders

Communication will be aimed at the following audiences and stakeholder groups:

1. The European Road Transport Research Advisory Council (ERTRAC), European Council for Automotive R&D (EUCAR) and European Automotive Research Partners Association (EARPA) and underlying initiatives, e.g. Green Vehicles and other advisory bodies;
2. Cluster activities, including but not limited to the E-VOLVE cluster; the CEVOLVER project is linked to the virtual cluster E-VOLVE (Electric Vehicle Optimized for Life, Value and Efficiency). The aim is to explore synergies between the projects for common dissemination in external events and to align the organisation of project events to combine as much as possible and have two dedicated events organized for E-VOLVE (Intermediary, final)
3. The European Commission, other agencies and legislative authorities;
4. The automotive industry ;
5. Any other interested parties: the general public, (inter)national newspapers, the wider press (TV, radio, schools/colleges/universities etc.).

All partners shall inform their contacts on the CEVOLVER project and if requested by them they will receive automatic updates of the project (newsletter) and might be invited to dedicated workshops/stakeholder group meetings.

## 2.5 Dissemination Channels and Tools

The main channels and tools used for dissemination include:

- CEVOLVER Website: a project website where the project is presented to the automotive (research) community in the first place, as well as to policy makers and the general public;
- CEVOLVER Reports: public versions of project reports, available at the public website. In case of restricted (confidential) deliverables: a public executive summary will be published. This will be part of each deliverable and is indicated in the project deliverable template;
- CEVOLVER Flyer: a one-page document providing basic information about the main goals of the project, the technical approach, the expected achievements and a list of project partners. This will serve as the project's business card and will be distributed as widely as possible at any appropriate occasion. The flyer will also be digitally available on the public website;
- CEVOLVER Newsletters: at least five newsletters will be created in the CEVOLVER project, comprising the description of new developments and results. Additionally, at any time when it is regarded relevant, a newsletter will be issued, especially when new results become available;
- Scientific Publications: Throughout the project lifetime, the partners will produce articles defining the project and its available results, and will submit them for publication in internationally renowned business, engineering and scientific journals;
- CEVOLVER Final Event;
- Project branding (e.g. CEVOLVER Project Logo).

Apart from the tools mentioned, presentations on the project, images and graphics will be produced to support the dissemination actions that the individual partners may undertake.



## 2.6 Quantification and timing of the Dissemination activities

The following table provides a quantification of the project's dissemination activities and sets a basis for verifying whether the project dissemination objectives have been met. Monitoring will be done throughout the project and included in the official reporting at M18 and M36.

Audience	Objectives	Key Performance indicators	Comments
<b>Project website</b>			
Policy makers, professionals, research community, industry and general public	Make target groups aware of the progress of CEVOLVER, results and their availability. Solicit feedback on results from professionals or other interested parties. Initiate dialogue.	$\geq 1000$ views/year; $\geq 10$ active debate participation; $\geq 10$ responses received	CEVOLVER website will strongly promote project developments and dialogue amongst the industry. Providing downloadable explanatory information, press releases, videos, photographs, project flyer(s), etc.
<b>Showcase of the demonstrator vehicle and prototype</b>			
Large fleet owners, cities, end-users, car manufacturers, policy makers, general public, ETP for Road Transport	Demonstrate the potential benefit for the industry stakeholders, end-users as well as automotive design entities of new solutions for optimal EV architecture increasing range distance	$\geq 30$ stakeholders' groups participating in the demonstration; $\geq 5$ times the general media reached	The project outcomes presented should attract the public attention and gain substantial media coverage, e.g. automotive magazines as well as newspapers towards general public.
<b>Exhibitions and conferences</b>			
Automotive sector professionals, policy makers	Show results, receive feedback, promote EU leadership in energy efficiency of electric vehicles	10 presentations made at conferences, and 4 at exhibitions	Key conferences –Transport Research Arena (TRA 2020), The annual Aachen Colloquium "Automobile and Engine Technology", ATA – Alternative energies for the automotive industry conference, IAA exhibition, EUCAR annual conferences, SAE conference, EVS, European transport Conference, Advanced Automotive Electronics conference, Intelligent Vehicles Symposium, Electronica Automotive Conference
<b>Scientific publications</b>			
Researchers in automotive disciplines	Scientific advances in EV energy efficiency, peer review, debate, EU leadership	6-8 peer reviewed publications	Key target journals –, International Journal of Vehicle Design, International Conference on Information Technologies in Environmental Engineering, FISITA World Automotive Congress, European Transport Research Review, International Journal of Modelling, Identification and Control, International Journal of Automotive Technology, SAE International Journal of Commercial Vehicles, IEEE Control Systems Magazine
<b>General public and trade media publications</b>			
General public and automotive industry professionals	Inform interested people of CEVOLVER benefits to EU society and especially towards improving the competitiveness	$\geq 5$ newsletters $\geq 10$ articles published	CEVOLVER covers a subject of high automotive industry and public interest and should attract good media coverage.

Audience	Objectives	Key Performance indicators	Comments
	of the EU's automotive industry.		
<b>Electronic newsletter</b>			
General public and automotive industry professionals and stakeholders	Keep interested parties informed of the project progress and results.	≥ 300 subscribers	The newsletter will also allow further extending the project's contact database.
<b>Final workshop</b>			
Automotive sector professionals, car manufacturers, policy makers, fleet owners	Expand the results beyond the consortium; leverage the project results within the industry as well as gain the recognition and expand the concept of new design methodology and solutions for increasing energy efficiency of EV.	≥ 100 attendees and their evaluation of the workshop	A final workshop will demonstrate the project deliverables with the aim to gain industry recognition. Final workshop in combination with the E-VOLVE cluster projects.

### 2.6.1 Dissemination timing

The proper timing of the dissemination actions is crucial for the effective dissemination of the project results.

In the first phase of the project all the tools needed to perform a proper dissemination and exploitation have been developed. In the remainder of the project the planned activities need to be executed and monitored. The exploitation plan and activities are linked closely to the Dissemination activities therefore D7.3 shall be considered complementary to this deliverable.

The dissemination and preparation of the projects' exploitation will not end with the project ending. Next to further developing the results towards market introduction, also the dissemination efforts will continue to support the market entry phase.

#### Future dissemination activities

- 2019 – 2022 Demonstration activities
- 2019 – 2022 Present results of research activities as follow-up at international conferences, e.g. TRA 2020 and through the project's website;
- 2019 – 2022 Availability of the project website, to keep results and findings directly accessible to the public; After 2022 the website will not be updated anymore but kept alive for 5 years
- 2019 – 2022 Presentation of overview reports to stakeholder groups such as CLEPA, EARPA and EUCAR.

### **3 Dissemination rules and organization**

#### **3.1 Dissemination WP leader**

The dissemination actions will be organized and led by WP7 leader, Uniresearch, supported by all partners and especially the WP leaders. The major dissemination activities will be monitored during the half yearly progress reporting, with contributions from the entire consortium. With respect to technical publications and project presentations at international conferences, a strong contribution from all partners is expected.

#### **3.2 Contributions of CEVOLVER partners**

All partners are expected to contribute to the communication and dissemination of the CEVOLVER project and its developments, through their own actions. The communication and dissemination activities of the CEVOLVER partners include, but are not limited to, the following:

- Publication on scientific and peer-reviewed journal papers related to the information gathered by CEVOLVER;
- Announcements of CEVOLVER developments on their organizations' websites;
- Keeping the WP7 leader updated about developments, changes, and notable findings of CEVOLVER in a timely manner;
- Informing stakeholders of the progress in CEVOLVER, should they be encountered at any technical workshop or event;
- Contribute (also through their organizations' press offices) in gathering media contacts and in regularly updating the dissemination activity list by sending information to the dissemination WP leader, Uniresearch;
- Supporting in customizing the communication material prepared by the WP leader (in English and if needed in the country language and for a local audience).

#### **3.3 Rules for dissemination and publication**

The rules of dissemination and publication are described in the Consortium Agreement and the Grant Agreement.

#### **3.4 Dissemination acknowledgement and disclaimer**

Any dissemination activities and publications in the project, including the project website will:

- Display the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence.
- Include the following statement (from the Grant Agreement, Art. 29.4): "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 824295."

## 4 Dissemination Achievements & Plans

In the table below, the dissemination achievements list is illustrated. The dissemination activities will be continuously monitored and collected in a separate Excel table, set up as requested in the EC official reporting.

Date	Type	Type of audience	Countries Addressed	Size of Audience	Partner responsible/ involved	Description
01-11-18	Public website	All	Europe, World wide	> 1,000	UNR	The CEVOLVER website is launched
01-11-18	Logo and templates	All	Europe	> 500	UNR	Project logo is created and the color scheme and branding of the CEVOLVER project is formalised.
May 2019	Flyer publication with general project information for public project dissemination	Public	All, world wide	> 100	UNR	The Flyer publication will be made public and published on the project website.
June 2019	Newsletter 1	Public	All, world wide	> 100	UNR	Newsletter on the first results / achievements and goals of the project to raise awareness

## 4.1 Dissemination activities realised to date and planned

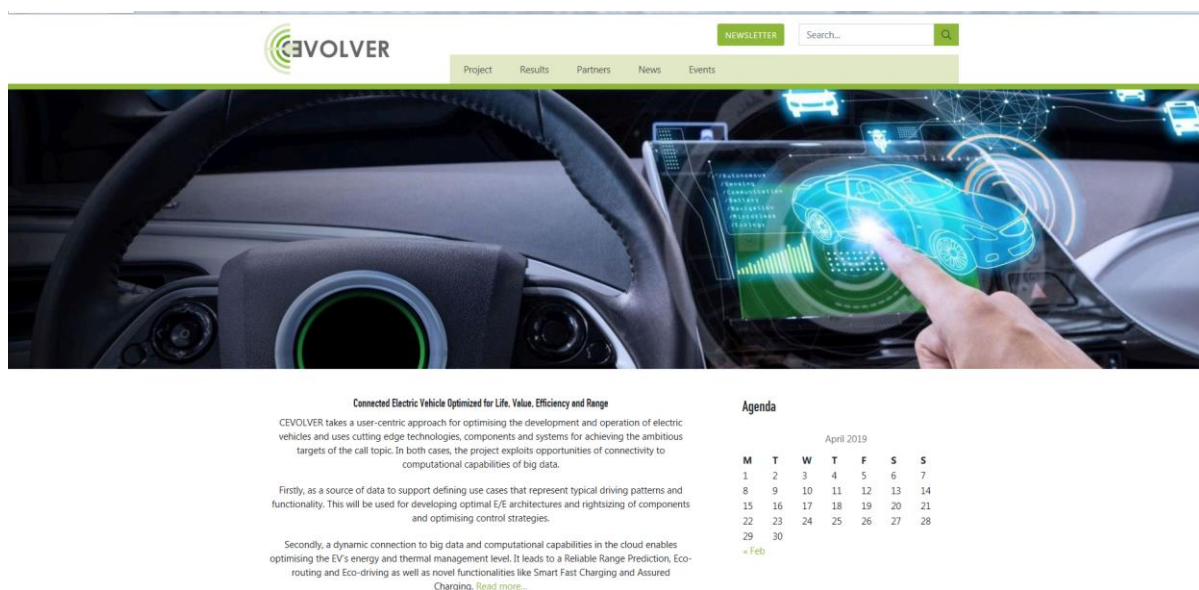
### 4.1.1 Website

The website has been designed and will be maintained and updated regularly. It can be found at the web address: [www.cevolver.eu](http://www.cevolver.eu).

The website:

- Acts as contact point for interested parties;
- Provides a brief project summary and project information;
- Provides company profiles of each project Partners and a link to their websites;
- Informs the public about the on-going and ended research and innovation activities;
- Hosts the publications, flyers and (summaries of) technical publications of the project for the general public;
- Provides links to other relevant activities, events;
- Contains contact details for the project coordinator and project manager.

Role of the partners: UNR developed and maintains the website. CEVOLVER partners provided links to their own company websites and commented on the functions and content of the project website.



The web address will be widely advertised. On the public website relevant events and news items will be published to show to the general audience where possible results of the CEVOLVER project will be presented.

A password-protected “members-only” website is used to post non-public deliverables and other information internal to the project, for members of the consortium only.

#### 4.1.2 Project logo

An important item to establish the project's identity is the project's logo. This logo was launched at the kick off meeting and will be included in all presentations, reports, documents etc. The logo is depicted below.



#### 4.1.3 Flyer, newsletters & presentation

To promote the project to a wide audience and to the specific target groups, a project flyer is being created and will be widely disseminated to the contacts of the partners and on request. The flyer will have an attractive appearance and contain details on the project objectives, scope, targets and foreseen outcomes. This flyer will be largely distributed to the target group database, made available on the website and distributed at conferences and exhibitions.

A Newsletter will be published for the general public. The distribution procedure of the newsletter will be same as for the general Flyer: distribution to the contacts via Mailchimp and made available on the website.

To be able to present the CEVOLVER project in a consistent way, a general presentation will be created which can be used by all partners to present the project internally as well as externally. This general presentation will consist of most relevant information available at that present time, objectives, concept, structure, expected results and key figures of the project. This presentation will be updated throughout the project runtime.

Role of the partners: UNR will create the above described material. CEVOLVER partners will contribute to the flyer and newsletters by providing detailed descriptions of the past/ongoing activities supported with high quality graphical images.

## 4.2 Scientific and technical publications

To increase the impact of the project results and to promote debate to accelerate the implementation of these results, presentations will be given at international conferences and exhibitions. Envisaged actions are:

- Presentations of the project/project results at one or more conferences;
- (Invited) presentations at events by EC, national governments and other stakeholders;
- Publications in scientific journals (once the intellectual property is protected).
- 6-8 Peer reviewed publications

Role of the partners: all partners to contribute and initiate these activities, when appropriate. UNR will issue and maintain a list of publications and presentations as part of the Dissemination plan and periodic reporting.

#### 4.2.1 International conferences

The CEVOLVER project partners will present project results at international conferences and exhibitions. The tables below provide the first list of possible conferences, business and technical journals. These will be further extended during the project timeframe. In a separate Excel sheet the planned publications at conferences and exhibitions will be tracked frequently.

Conference and Exhibitions	Year/date	Partner responsible/ involved	Comment
Transport Research Arena (TRA2020)	2020	FEV/All	
World Automobile Technologies		FEV/All	Regular vehicle technology show
Aachen Colloquium Automobile and Engine Technology	October, annual	FEV/All	Regular technical conference on road vehicle technology
ATA – Alternative energies for automotive industry conference		FEV/All	
EUCAR annual conferences	November, Annual	FEV/All	
EVS – European Transport conference		FEV/All	
SAE World Congress	annual (April), Detroit, MI, U.S.A.	FEV/All	Congress of the Society of Automotive Engineers
SAE ICE Conference	biannual (Sept.), Capri, Naples, IT	FEV/All	International Conference on Engines & Vehicles

Business and Scientific Journals	Year/date	Partner responsible/ involved	Comment
Journal of Automotive Technology			
International Journal of Transport Technology			
SAE Journal of Engines			Formerly SAE Transactions
International Journal of Engine Research			
International Journal of modelling			
IEEE Control Systems Magazine			
FISITA World Automotive Congress			

## 5 Discussion and Conclusions

The Dissemination plan will be continued throughout the project lifetime. This document will be submitted to the EC through the EC Deliverable submission system, however in the project this will be a living (running) document. The document and the corresponding dissemination activity tables (publications and journals) as stated in the document will be updated on a regular basis, discussed regularly in the Work Package Leader Board and the General Assembly meetings. Next to this, in its role as dissemination manager, Uniresearch will track and trace the dissemination activities closely.



## 6 Risk register

Risk No.	What is the risk	Probability of risk occurrence <sup>1</sup>	Effect of risk <sup>2</sup>	Solutions to overcome the risk
<b>UR7.1</b>	Partners do not report dissemination activities	2	3	Actively contacting the partners
<b>UR7.2</b>	Partners do not actively participate to dissemination activities	2	1	Actively contacting the partners

<sup>1</sup> Probability risk will occur: 1 = high, 2 = medium, 3 = Low

<sup>2</sup> Effect when risk occurs: 1 = high, 2 = medium, 3 = Low

## 7 Acknowledgement

The author(s) would like to thank the partners in the project for their valuable comments on previous drafts and for performing the review.

### Project partners:

#	Partner	Partner Full Name
1	FEV	FEV Europe GmbH
2	BOSCH	Robert Bosch GmbH
3	FORD	Ford-Werke GmbH
5	IFPEN	IFP Energies Nouvelles
6	RWTH	Rheinish-Westfaelische Technische Hochschule Aachen
7	VUB	Vrije Universiteit Brussel
8	UNR	Uniresearch BV
9	I2M	I2M Unternehmensentwicklung GmbH
10	RBOS	Robert Bosch AG
11	CRF	Centre Recherche Fiat



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