



**DEFACTO - battery DEsign and manuFACTuring Optimisation  
through multiphysic modelling**

# D8.2 Communication and Dissemination Plan

**Date: June 2020**

This document describes the Communication and Dissemination Plan to be adopted by the DEFACTO project, whose main objective is to ensure that the project's outcomes (concepts, scientific results, models and simulation tools, validated work, problem awareness) are consequently disseminated to appropriate target communities.

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875247.*



## Project details

<b>Project acronym</b>	Defacto	<b>Start / Duration</b>	01/01/2020 (42 months)
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<b>Contact persons</b>	Elixabete Ayerbe		
<b>Website</b>	<a href="http://www.defacto-project.eu">www.defacto-project.eu</a>		

## Deliverable details

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## Document History

Date	Version	Name	Changes
	01	Draft 1	
	02	Draft 2	Adding content and implementing feedback from partners
	03	Final version	Implementing more feedback from partners





# Content

CONTENT .....	4
1 EXECUTIVE SUMMARY .....	6
2 ACRONYMS AND ABBREVIATIONS.....	6
3 INTRODUCTION .....	7
3.1 Context of WP8 .....	7
3.2 Objectives of T8.1 .....	7
4 OBJECTIVES .....	8
5 TARGET AUDIENCES.....	8
6 KEY MESSAGES.....	10
7 TOOLS AND CHANNELS .....	10
7.1 Project Identity.....	11
7.2 Project Website .....	12
7.3 Content Management System .....	13
7.4 Social Media .....	13
7.5 Printed Material .....	13
7.6 Newsletter and Press Releases .....	17
7.7 Scientific Journals .....	17
7.8 Trade Media.....	17
7.9 Participation at Conferences, Workshops and Events.....	17
8 STAKEHOLDERS ENGAGEMENT .....	18
9 INDICATORS & TARGETS .....	18
10 LEVELS.....	20
10.1 European Level – Europe an Commission (EC).....	20





10.2 International Level – Industry, Scientific Community .....20

**11 METHODOLOGY .....20**

11.1 Internal Communication .....20

11.2 External Communication .....21

**12 TIMELINE.....21**

12.1 Phase I: Pre-Development .....21

12.2 Phase II: Development .....21

**13 ACTIONS IN M1-M6.....22**

13.1 Project identity and materials .....22

13.2 Press releases.....23

13.3 Conferences attended.....24

13.4 Newsletter.....25

13.5 Website.....26

13.6 Social media.....27



# 1 Executive Summary

DEFACTO aims to develop a multiphysics and multiscale modelling tool to improve the understanding of cell material behaviour and cell manufacturing process and to reduce the time and economic resources for the market uptake of cell innovations, facilitating new high capacity and high voltage Li-ion cell generation 3b batteries.

This document describes the Communication and Dissemination Plan to be adopted by the DEFACTO project, whose main objective is to ensure that the project's outcomes (concepts, scientific results, models and simulation tools, validated work, problem awareness) are consequently disseminated to appropriate target communities.

The project has received funding from the European Union's Horizon 2020 programme, grant agreement no. 875247.

# 2 Acronyms and abbreviations

AM	Active Materials
BPS	Battery Packs & Systems
CMEM	Cell manufacturing & equipment manufacturers
DCP	Dissemination and Communication Plan
DOA	Deed of Agreement
EC	European Commission
GP	General Public
OEM	Original Equipment Manufacturer
PM	Policy Makers
RM	Raw Materials
RSL	Recycling / Second Life
SC	Scientific Community
SI	Software industry
TM	Trade Media
WP	Work Package



## 3 Introduction

This document describes the Communication and Dissemination Plan to be adopted by the DEFACTO project, whose main objective is to ensure that the project's outcomes (concepts, scientific results, models and simulation tools, validated work, problem awareness) are consequently disseminated to appropriate target communities.

It first of all presents the objectives of the communication and dissemination plan, the main target audiences and the key messages, to follow with the tools and channels. Within this tools and channels, different means and platforms, such as the website, the social media channels, printed materials, newsletters, press releases, scientific journals and trade media are explored. In addition, it is also commented the participation in conferences, workshops, and events. The stakeholders' engagement is also explored, to then proceed to evaluate which indicators and targets are set in order to evaluate the communication efforts.

The communication and dissemination will involve different levels (European level, international level, regional level, etc.) and it will work both externally and internally. These realms are also considered in the plan below.

A timeline with the main three communication phases is presented, to finish with an overview of the actions carried out from M1 to M6.

### 3.1 Context of WP8

The main objective of this WP is to maximise the impact of the project results during its lifetime and after the project's end. More in detail, the specific objectives are:

- To support the exploitation of project results to their full potential by disseminating the results to the relevant stakeholders.
- To ensure that the findings of the project are widely communicated to the public in general.
- To document undertaken and proposed dissemination and communication activities.
- To ensure the project results reach the relevant stakeholders who will use and implement them.
- Market Assessment of the products and technology developed by DEFACTO.
- To ensure that DEFACTO outcomes are transferred to new standards that can benefit European industry.
- To develop guidelines for the stakeholders from the whole value chain.

### 3.2 Objectives of T8.1

The DoA contemplates that a detailed Dissemination and Communication Plan (DCP) should be produced at the beginning of the project (M6), based on the preliminary indications given in Section 2.2.2 "communication activities" and in collaboration with all the consortium; this plan will outline the project's audiences, key messages and communication channels for the dissemination. It will provide an integrated, accurate, and efficient dissemination strategy, highlight the key messages, potential audiences, roles and responsibilities and methods of communication to be used. The first list of stakeholders and end-users will be prepared at month 6, to be updated during the project lifetime in order to include all relevant actors in consultations devoted to better explore the local context and adapt the technologies. The involvement of stakeholders from the beginning of the project will be



crucial to raise awareness about related problems and to enhance the community’s acceptance of the proposed efficient exploitation strategies.

## 4 Objectives of the DCP

The main objective of the DEFACTO dissemination strategy is to ensure that the project’s outcomes (concepts, scientific results, models and simulation tools, validated work, problem awareness) are consequently disseminated to appropriate target communities. It is anticipated that contributors to DEFACTO development, evaluation, market uptake and exploitation are clearly identified and motivated to proactively participate.

A multistep and multichannel approach will be used in the DEFACTO dissemination strategy in order to reach and engage different stakeholders and target groups with adjusted information for needs and interests. Awareness will be raised to all possible project beneficiaries.

The key specific objectives to achieve the DEFACTO goals are:

- To raise awareness among material and cell manufacturers and OEMs on the challenges of process optimisation through simulation methods in cell development and manufacturing.
- To show the societal impact and the project outcome impacts on services, employment and economy.
- To strengthen internal communication within value chain stakeholders.

## 5 Target audiences

DEFACTO has preliminary identified a significant list of stakeholders to which the dissemination and communication materials and tools will be directed to. A value chain approach has been adopted in the project: although the vehicle manufacturing industry is mature, the deployment of the cell manufacturing ecosystem in Europe is still developing, justifying this approach typical from rapidly evolving industries. The following table shows the main actors in the value chain (according to the European Battery Alliance) and the main results to be disseminated to them during the project.

Table 1: Target groups & contents

Target group/ Stakeholder	Targeted results/content
Raw Materials (RM)	New raw materials needed while advancing towards new cell generations
Active (and non-active) Materials (AM)	Novel active materials acquired for next generation cells, and non-active materials, such as binder and carbon materials. Increased collaboration for cell design.
Cell manufacturing & equipment manufacturers (CMEM)	Optimised manufacturing process. Optimised cell design. Efficient R&I and development process. Dissemination materials to increase their awareness and showcase modelling and simulation potential.
Battery Packs & Systems (BPS)	Improved life cycle and performance of batteries due to improved cell design and optimised manufacturing process. More accuracy of battery lifetime and degradation processes.
Software industry (SI)	Novel multi-scale and multi-physics models integrated.



	Optimised ROM techniques of reduced complexity and increased accuracy. New market arising around material and cell modelling in Europe.
Application & Integration (OEM)	Reduced battery pack cost. Increased battery lifetime and technical performance. Fast cell tender process thanks to characterisation / prototyping / modelling procedures. Showcase potential of EU arising cell manufacturing industry.
Recycling / Second Life (RSL)	Chance to adapt the cell design to eco-design criteria for recycling / second life options taking advantage of modelling and simulation tools.
Scientific Community (SC)	New methods for multiscale and Multiphysics modelling of cell manufacturing and cell performance and degradation. Reduced Order Modelling simulation frameworks optimised and open-sourced.
Standardization Technical Committees (STC)	Interaction with standardization technical committees. The exact nature of this interaction would depend on the reaction of the technical committee, ranging from informing them about the project progress to inviting them to attend meetings of the technical committee itself.
Policy Makers (PM)	New standards and procedures needed to be adapted towards (i) next generation cells and (ii) novel development procedures including modelling and simulation. Effectivity of modelling research to reduce R&D time and costs, worthy of further funding.
General Public (GP)	Potential of new manufacturing industry in Europe bringing wealth and jobs. Reduced manufacturing costs of EVs. Usefulness of EU R&D funds. Illustrative and didactic graphic and video materials.
Trade Media (TM)	Potential of new manufacturing industry in Europe bringing wealth and jobs. Reduced manufacturing costs of EVs. Improvement of sustainability of batteries and cell manufacturing. Usefulness of EU R&D funds. Illustrative and informative graphic and video materials.

Several key stakeholders have been already detected by consortium partners, such as: EMIRI (The Energy Materials Industrial Research Initiative), SPIRE PPP, EARPA (European Automotive Research-Partners Association), EASE (THE EUROPEAN ASSOCIATION FOR STORAGE OF ENERGY), ERRIN (EUROPEAN REGIONS RESEARCH AND INNOVATION NETWORK), EUCAR (EUROPEAN COUNCIL FOR AUTOMOTIVE R&D), EUROBAT, ACEA (EUROPEAN AUTOMOBILE MANUFACTURERS' ASSOCIATION) and ANIE (INDUSTRIAL AUTOMATION AND PRODUCTION TRANSMISSION AND DISTRIBUTION OF ELECTRICITY), among many others that will be further specified in the stakeholders list.

Several trade media have already been identified as well: Renewable Energy Magazine, Energy Efficiency, Greentech Media, Alterenergy Mag, Energy International, Futureenergy, Xakata, and Movilidad Eléctrica, among others. In addition, we leveraged the fact that the project coordinator is a renowned entity in the Basque Country to reach out to the local media, some of which covered the project's kick off.

Likewise, similar European and international projects have been identified to search for synergies: 3beLiEVe, SeNSE, COBRA, CoFBAT, HYDRA, MODALIS2, ERC ARTISTIC and LiPLANET.

## 6 Key messages

Throughout six technical WP's, the DEFACTO project will generate large amounts of information, generating interest towards the cell batteries value chain as well as other sectors. It is crucial to identify the outputs and messages from developed WP's and their appropriate tools/channels for dissemination. Table 2 below demonstrates the key messages from each WP. The main, but not limited to, target group(s) and channels are also identified. The consortium group will continue to disseminate messages including general objectives and partnership participation in projected-related events. This includes confidential commercial meetings, presentations, potential customers, scientific documentation for commercial claims.

Table 2: Key messages

WP	Key message	Target group / Key channels
WP2. Testing, analytical tools and characterisation	Electrode processing, electrolyte filling process parameter estimation. Comprehension on ageing mechanisms	CMEM, AM, SC
		Printed materials, online, publications, events
WP3. Modelling and simulation of electrode processing	Optimisation of process and formulation parameters during electrode processing. Tailormade design of electrode structures	CMEM, OEM, BPS, SC, SI
		Printed materials, online, publications, events
WP4. Modelling and simulation of electrolyte filling process	Optimisation potential of electrolyte filling process. Understanding, general description, and optimisation of the electrolyte filling process.	CMEM, SC, SI
		Printed materials, online, publications, events
WP5. Modelling and simulation of cell performance and ageing mechanisms	Improved multiscale battery cell models coupling battery performance and mechanical ageing	CMEM, OEM, BPS, SC, SI
		Printed materials, online, publications, events
WP6. Optimisation and sensitivity analysis	Reduced continuum model, open source for optimisation purposed	CMEMC, OEM, BPS, SC, SI
		Printed materials, online, publications,
WP7. Cell prototyping and validation	Demonstrate the speed up in the cell development process.	CMEM, SI, SC, GP
		Printed materials, online, publications, events

## 7 Tools and channels

Different tools and channels will be used to disseminate and communicate the activities carried out by DEFACTO and its 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 Table 3.

Table 3. Tools and channels

Channels	Tools	Target groups	Expected impacts
Printed materials	Brochure	All target groups	Create awareness of the new technologies and promote the impact of the project
	Leaflet		
	Poster		
	Rollup		
Online	Website	GP, SI, SC, PM, MEM, OEM, BPS, TM	Demonstration of improved safety, better performance and cost reduction. Create awareness of the new technologies and promote the impact of the project
	Newsletters		
	Social media		
Publications	Scientific papers	SC, SI, CMEM, BPS, OEM	Advanced beyond the state of the art and technology establishment and performance
	Articles	All target groups	Create awareness of the new technologies and promote the impact of the project
	Press releases		
Events (organized by DEFACTO)	Workshops	CMEM, SI, SC, OEM, BPS	Familiarization with technical performance and specifics Share of results with projects of the same call or focused on similar topics.
	Webinars	CMEM, SI, SC, BPS	
Events (attended by DEFACTO)	Conferences	CMEM, SI, SC, OEM, BPS	Expand the knowledge gained through the project
	Tradeshows	CMEM, SI, OEM, BPS	Support placing the technology/ approach in the market

The tools and channels used include the project website, articles targeted at both a lay and a technical audience, press-releases, e-newsletters, scientific papers and leaflets, social media presence, and participation in workshops/conferences.

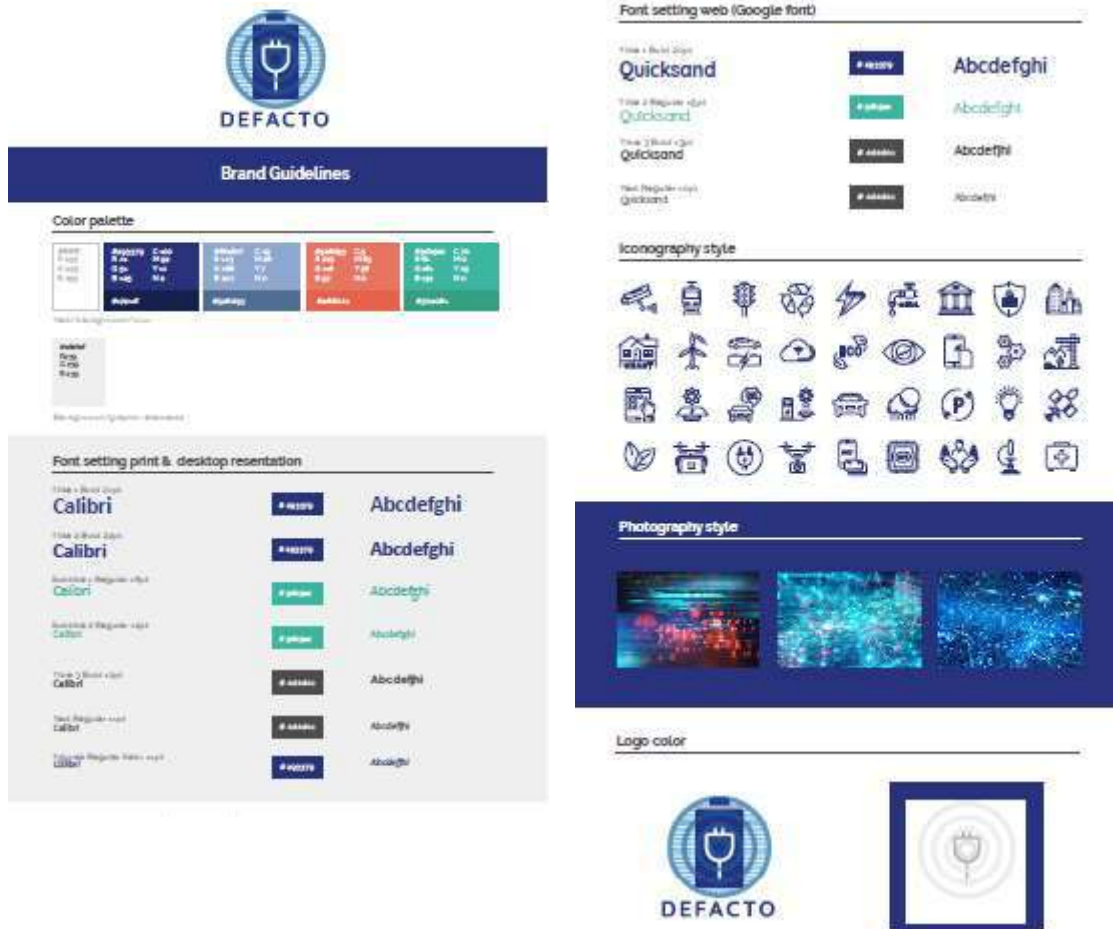
Communication activities to stakeholders outside the project group are based on the dissemination plan presented in section 2.2. of the Grant Agreement. The journal articles are primarily intended to communicate the recent findings to the scientific and academic communities. However, the project will also publish in trade journals and magazines important to the industry to disseminate new relevant solutions to other possible end users. Project presentations at technical conferences are intended to reach the same audience.

Any dissemination activities and publications in the project, including the project website, will specify that the project has received funding from the European Union's Horizon 2020 programme, as well as display the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence. All publications will reference the grant agreement number.

## 7.1 Project Identity

A recognisable project identity has been developed to build a visual brand. It offers a package of templates that will facilitate the building of notoriety progressively through the project. This includes creating a project logo and an accompanying style guide. These will be consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters and EC Report and can be downloaded from the project website: <https://defacto-project.eu/documents/>

Image 1: DEFACTO brand guidelines



## 7.2 Project Website

DEFACTO has developed and kept updated an user-friendly project website <https://defacto-project.eu/> The URL name was reserved in the very beginning of the project and for 5 years and a half. Since all the promotion, communication and dissemination will be centred around the brand name "DEFACTO", it was crucial to secure this easy-to-find URL.

The website will be the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The aim is to inform stakeholders and associated industries about project developments, but also to present the project's achievements and the DEFACTO developments to the public.

All partners will contribute to the website by providing relevant project information. All communication efforts by project partners and social media will always be redirected to the DEFACTO website. Traffic to the website will be increased by creating mutual links between the partners' websites and other relevant websites.

The project website will contain:

- Latest news about the project progress and results
- Details about the project partners
- Electronic materials (newsletter, infographics, articles)

- A training and e-learning section
- Contact information
- Social media links

The project website was set-up and will be managed, maintained and hosted for the duration of the project and for a further 2 years after the completion of the project. Statistical data will be collected about the website visitors that subsequently will be analysed by Google Analytics software and included in the project reports. The website will be responsive to work on a variety of devices and screen sizes, such as smartphones.

## 7.3 Content Management System

The website also includes a link to the consortium's repository that will serve as private area for project partners and EU officials where presentations and deliverables, as well as working materials could be accessed and downloaded.

*Image2: Header of the website. On the right part the "PRIVATE AREA" can be seen.*



## 7.4 Social Media

The project has social media presence on Twitter (<https://twitter.com/DefactoProject>) and LinkedIn (<https://www.linkedin.com/company/defacto-project/>) to ensure wider dissemination to different age groups and target audiences. Social media will be used as a tool to announce project developments, but most importantly drive traffic to the project website.

Twitter and LinkedIn accounts have been established and content related to DEFACTO has been posted regularly beginning M1 to increase outreach. Once the project has video material, it will be embedded on the website using YouTube.

For the first phase of the project, the social media accounts will share posts related to the project scope and post on events where DEFACTO is to be presented to build a community of interest, creating an audience for when there are project results to share.

Online media platforms will be monitored to provide information on the analytics, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results. These results will also be included in interim reports and the final dissemination report. The social media accounts will be managed by SIE with support from the partners.

Consortium partners will follow the project social media channels and engage with them as much as possible. Whenever possible, the partners will share posts on their own corporate websites and social media networks. If they need assistance, SIE can guide them on the best ways to do so.

## 7.5 Printed Material

A poster, a roll-up and a brochure have been developed for distribution to partner networks and at conferences, exhibitions, and other events. The first project poster and brochure version contain general information about the research activities, participants, and expected results. In addition, a



general power point presentation has also been created, presenting the project's objectives, methodology, partners, etc.

Image3: DEFACTO poster (left) and factsheet (right)



**DEFACTO**

To develop a multiphysic and multiscale modelling tool to improve the understanding of cell material behaviour and cell manufacturing process and to reduce the time and economic resources for the market uptake of cell innovations.

**IMPACTS**

- The project will ensure maximum accuracy in cell modeling at reasonable computing costs
- 30% Development time and cost for battery cell
- DEFACTO is expected to lower the number of experiments dedicated for cell design and cell manufacturing optimization.
- 20% Battery R&I cost
- The project will extend the battery lifetime and reduce the environmental impacts caused per battery produced.

**PARTNERS**

cidetec, Fraunhofer, Irizar e-mobility, ABE, etc.

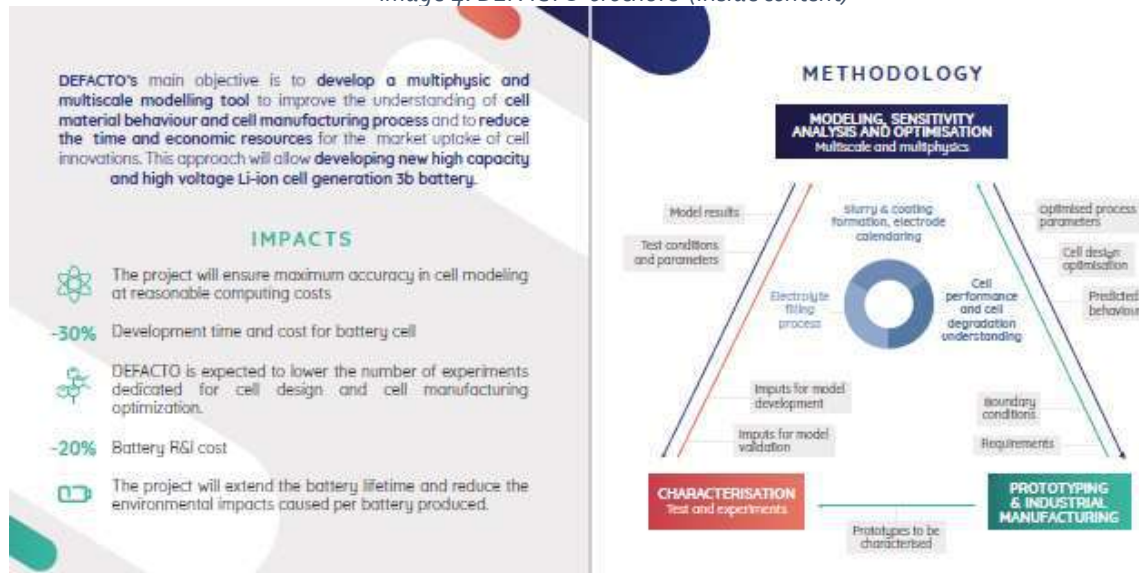
**KEY TARGETS**

- Increased energy density of generation 3b cells by 10%
- Battery lifetime durability extended by 5%
- 30% reduction of time and cost for battery cell
- 20% reduction of battery R&I cost

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Horizon 2020 European Union Funding for Research & Innovation  
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875247

Image 4: DEFACTO brochure (inside content)



DEFACTO's main objective is to develop a multiphysic and multiscale modelling tool to improve the understanding of cell material behaviour and cell manufacturing process and to reduce the time and economic resources for the market uptake of cell innovations. This approach will allow developing new high capacity and high voltage Li-ion cell generation 3b battery.

**IMPACTS**

- The project will ensure maximum accuracy in cell modeling at reasonable computing costs
- 30% Development time and cost for battery cell
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- The project will extend the battery lifetime and reduce the environmental impacts caused per battery produced.

**METHODOLOGY**

**MODELING, SENSITIVITY ANALYSIS AND OPTIMISATION**  
Multiscale and multiphysics

Model results, Test conditions and parameters, Slurry & coating formation, electrode calendaring, Optimised process parameters, Cell design optimisation, Predicted behaviour, Cell performance and cell degradation understanding, Boundary conditions, Requirements, Prototyping & Industrial Manufacturing, Prototypes to be characterised, CHARACTERISATION Test and experiments, Inputs for model development, Inputs for model validation, Electrolyte filling process



DEFACTO

Image 5: DEFACTO roll up

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875247

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Horizon 2020  
European Union Funding  
for Research & Innovation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875247

Image 6: DEFACTO poster



**DEFACTO**

To develop a multiphysic and multiscale modelling tool to improve the understanding of cell material behaviour and cell manufacturing process and to reduce the time and economic resources for the market uptake of cell innovations.

### IMPACTS

-  The project will ensure maximum accuracy in cell modeling at reasonable computing costs.
- 30%** Development time and cost for battery cell.
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- 20%** Battery R&D cost.
-  The project will extend the battery lifetime and reduce the environmental impacts caused per battery produced.

### PARTNERS



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 Horizon 2020  
 European Union Funding  
 for Research & Innovation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875247

Image 7: Slide of the DEFACTO presentation



## CONSORTIUM

The DEFACTO consortium led by CIDETEC and formed by CEA, CERTH, DLR, Fraunhofer, ESI Group, UNE, Irizar e-mobility, Leclanché, Technische Universität Braunschweig, Universidad Politécnica de Madrid, Avesta Battery & Energy Engineering, and Sustainable Innovations.



- Spain
- France
- Greece
- Germany
- Belgium





## 7.6 Newsletter and Press Releases

Electronic newsletters will be prepared every 6 months, and will include project updates, announcements, interviews and other information related to DEFACTO, to be distributed to stakeholders and partner networks and posted on the project website. Moreover, project updates may appear in partners' respective newsletters, which is distributed electronically to their own contacts within their specific industry.

Press releases will be published to announce newsworthy developments during the course of the project. They will be written in English and sent to the European press and national journalists, with the help of the project partners.

## 7.7 Scientific Journals

At least 6 scientific papers, including one paper about the core of the project will be prepared by the technical and academic partners. The project's results will be published in international scientific journals, such as *Transport in Porous Media*, *Journal of Power Sources*, *Electrochimica Acta*, *Energy Technology*, *Applied Energy*, *Advanced Powder Technology*, *Chemical Engineering Science*, as well as in relevant scientific literature at national level mainly in the member states where the partners are established.

All publications will be collected within the project website for open access/download.

## 7.8 Trade Media

A series of trade magazines have been identified for the project to publish information on the advances and milestones achieved: *Renewable Energy Magazine*, *Energy Efficiency*, *Greentech Media*, *Alterenergy Mag*, *Energy International*, *Futureenergy*, *Xakata*, and *Movilidad Eléctrica*, among others.

At least three press releases will be published during the project's execution: one was already launched at the project's kick-off announcing its main goals, another one will be published towards the middle of the project's duration to communicate the advancements, and a final one will be released to share the project's results towards its end.

## 7.9 Participation at Conferences, Workshops and Events

Project partners will attend sector related events, conferences, workshops, to meet target groups, other stakeholders, public authorities and scientific community and to raise awareness about the project objectives and results. These events provide access to target audiences at local, national, European and international level.

Conferences and trade fairs of interest identified for the DEFACTO project are as follows:

- Advanced Battery Power
- Thermanic
- MEMS (Micro Electro Mechanical Systems) Conference
- Thermal management for EV/EHV
- International Monaco Automobile Show
- International Motor Show
- Polymers Conference: Design, Function and Application
- E-MOBILITY WORLD



- FIAA International Bus and Coach Trade fair
- The Battery Show Europe
- Electric & hybrid vehicle technology expo
- Montreal Electric Vehicle Show Group Exhibit Hydrogen + Fuel Cells + Batteries
- EV/VÉ Conference and Trade Show
- Automotive Testing Expo
- EV Momentum
- Transducers Conference
- Green Car Expo
- Life Cycle Innovation Conference
- EuroSensors Conference
- 3rd International Conference on Battery and Fuel Cell Technology
- International Electric Vehicle Symposium and Exhibition
- E MOVE 360° EUROPE
- Busworld
- IEEE Sensors Conference
- Euro Bus Expo

A list of events will be updated on a constant basis in collaboration with partners to guarantee the project's presence on dissemination events.

In addition to attending to conferences and trade fairs, DEFACTO will organize at least one workshop around M18 at European level and in cooperation with other BAT-05-2019 projects (SENSE, HYDRA, COBRA, 3beLiEVe) to provide support to design, manufacturing and sensitization aspects.

Two webinars also contemplated to spread knowledge on the project upbringings.

A final conference will be arranged to present the results towards the completion of the project to relevant stakeholders from industry, the scientific community, regulatory bodies and others with an interest in the field. The presentations will analyse and reflect upon the developments of DEFACTO.

## 8 Stakeholders Engagement

Stakeholders will be addressed on a personalized basis with the help of all the partners from the very beginning of the project. Each partner will reach out to the of stakeholders they know personally, to let them know about the project, invite them to subscribe to the newsletter and to follow the social media channels.

At a later stage, stakeholders will be sent the project's results, they will be invited to participate in the webinars, workshops and final conference of DEFACTO.

A list of stakeholders has been prepared and shared with the project partners, so that they can complete it with the stakeholders they know on an individual basis.

## 9 Indicators & Targets

The successful implementation of the Dissemination and Communication Plan will be measured by the achievement of specific targets for a number of different indicators.





Table 4: Means, objectives and KPIs

Means	Objective	KPI
Marketing materials (brochures, factsheet, posters, roll-ups)	A promotional project brochure/leaflet and/or flyers for the large non-specialist community as well as the community of relevant stakeholders (i.e. to be also used for dissemination purposes) will be developed and distributed to stakeholders and in events. A project poster along with banners/roll-ups will also be developed in order to be used for events and exhibitions., while a first leaflet/brochure shortly after the beginning of the project, oriented to raise awareness and provide visibility to the project	Nº of copies distributed. Brochures & Leaflets: 1300 copies distributed (13 partners x 50 copies x 2 eds.)
Website users	A captivating website has been developed to provide visibility to the project besides giving public access to relevant non-IP sensitive results via a summary page on progress and achievements, downloadable publishable periodic activity reports and other publishable documents.	1000 visitors per year An average of 2.5 minutes stay
Social Media	Twitter and LinkedIn channels were created at the beginning of the project and will be regularly updated with relevant news related to the project.	150 followers on Twitter 300 followers on LinkedIn
Press Releases	Regular press releases will be sent during the project at important stages)	Nº of media stakeholders receiving PR & Nº of views on information channels. 25 media stakeholders; 3000 views (1000 views x 3 PR)
Newsletters	A 6-monthly e-newsletter will be created with the support of SIE in order to provide to relevant audiences up-to-date information. The newsletter will be sent to stakeholders and subscribers and it will be uploaded on the project website.	Nº of subscribers & Downloads from website. 1500 views (500 subscribers/ downloads x 3 NW)
Workshops	Organization of at least 1 EU workshop in cooperation with BAT-05-2019 topics projects to provide support to design, manufacturing aspects (M18), and the final project conference (M40).	At least 100 attendees.
Webinars	Organization of at least 2 Webinars from M30.	At least 90 attendees (2 webinars x 45 participants)
Scientific publications	The project's results will be published in scientific/technical literature, such as Transport in Porous Media, the Journal of Power Sources, Electrochemical Acta,	At least 6 scientific papers and 1 paper about the core of the project.



	Energy Technology, and / or Applied Energy, among others.	
Conferences	Results will be presented at relevant conferences, such as IBPC Braunschweig, ModVal - Symposium on Modelling and Experimental Validation of Electrochemical Energy Technologies and The Battery Show Europe, among others.	12 Conferences
Trade Fairs	Results will be presented at relevant trade fairs	6 Trade fairs

## 10 Levels

Key targets groups operate at different geographic levels, which will influence communication tools and media to be employed.

### 10.1 European Level – European Commission (EC)

The EC will be informed about the results via the periodic reporting of the project (mid-term review, minutes of periodical meetings, updates of this document) in order to modify related regulations if necessary and to propose collaboration with other ongoing projects on dissemination activities.

### 10.2 International Level – Industry, Scientific Community

The relevant international organisations will be informed of the results. Scientific knowledge can be translated into practical information, guidelines and regulatory policies.

Direct mailing to specific organisations and stakeholders will be used to distribute electronic resources to raise public awareness.

Technical journals, conferences and workshops at both national and international level, industry meetings, and participation in industrial forums will also be used for the dissemination of knowledge both at research and industrial levels.

## 11 Methodology

The following internal and external communication activities will be undertaken during the project's lifetime and afterwards to ensure that the results of DEFACTO are efficiently and effectively communicated to the project partners, stakeholders and broader audiences.

### 11.1 Internal Communication

Effective internal communication is key to sharing information and ensuring that the deliverables are met. Therefore, regular meetings and conference calls will take place to exchange project information, update progress and share results. Consortium and technical meetings will take place two times a year, while Skype and/or teleconferencing services will be used to facilitate collaboration within WPs.



Apart from specific emails, taking advantage of the project monthly conference call, SIE, as WP8 leader, will ask partners for their support on the upcoming dissemination and communication activities and events to update the Communication & Dissemination Plan and streamline a content curation process. This will allow the partners to take a more focused and systematic approach, strengthening actions taken to communicate and report on the project. A delegate from all consortium partners of DEFACTO will attend this meeting.

To facilitate efficient communication among partners, the website will also include a link to the consortium private shared folder that CID is creating and which will hosts the project materials for internal use, including regular updates on the project development, meeting documents (agendas, minutes, and presentations), and project reports.

This private area will be secured through a login name and password.

## 11.2 External Communication

Every effort will be made to communicate the work of the consortium via the media, publications, conference presentations, trade fairs and workshops, as well as through the Commission and industry bodies. Results of the project will be disseminated via reports, scientific papers and articles. All public communication and scientific publications will be made open access to facilitate scientific exchange.

Whenever a translation is needed, the partners will be providing the text to SIE, who will take care of adjusting the design.

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to: sharing content about the project on social media and on each entity's own newsletter and website, engaging with relevant national and local media (print, radio, television, web-based) and with stakeholders. The partners will gather all these actions on a shared file that will be updated every two months. In addition, all the partners must proactively share information with SIE about their activities related to the project, such as attendance to conferences, as well as the project's developments and results.

## 12 Timeline

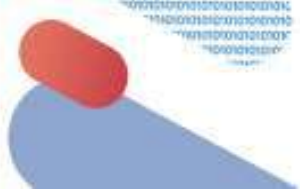
As the project has different development phases, the communication focus would be different across each of them.

### 12.1 Phase I: Pre-Development

The first phase of the project is the Pre-Development phase. It will take place during the first year of the project, from M1 to M12. No results have been generated yet, so the main communication activities will focus on raising awareness about the project, its objectives and expected impacts. This will be done by making use of the project identity developed that includes the project logo and graphical visual identity; promoting the project website among stakeholders; and distributing communication and dissemination material such as the project's brochure.

### 12.2 Phase II: Development

After the first phase, the Development Phase will focus on disseminating the first results of the project, highlighting the benefits of its advancements and driving attention to the potential exploitable results, as well as to any needed training. Activities within this phase include the publication of papers and



articles in journals, the participation on relevant conferences, workshops, and events, and the organization of webinars and workshops to which target stakeholders will be invited.

The second phase will generally take place from M12 to M36.

This phase has a strong focus on transferring DEFACTO solutions across the EU to increase the capacity building of cell manufacturing and development modelling and simulation and to develop guidelines for the stakeholders through the whole value chain. The internal exploitation workshops, to be led by SIE, will involve all partners in the consortium. The objective of the workshops will be the identification of the exploitable results as the project progresses. The workshops will serve as a screening mechanism to identify the key exploitable results, assess their potential, and to validate possible business models.

## 12.3 Phase III: Replication

The final phase, the replication one, will focus on communicating the overall results and taking them beyond the project. It will take place from approximately M36 till the end of the project in M42 and beyond.

DEFACTO will contribute to new standards developments in specific topics, related with the objectives of the project (cell production, systematic measurements...). The inclusion of the outcomes of the project in new or future standards, external to the consortium that can be easily used by the EU or international industry and research will increase the impact of the project and will positively contribute to the transfer of the knowledge generated within the project to the industry and society.

The results of the project will be promoted during a dedicated stakeholder event to be held at EU level.

## 13 Actions in M1-M6

### 13.1 Project identity and materials

In the first phase of the project, a visual identity for DEFACTO was created. It included the logo of the project, and the brand guidelines (typography, colours). Different communication materials were also developed, including a brochure, a roll-up, a poster and a project presentation. A template for the deliverables, a word document template and a PPT template was produced and shared with the partners.

The first brochure, poster, factsheet, roll-up and project presentation were produced and made available on the website of the project as soon as it was operative: <https://defacto-project.eu/documents/#downloads>.

Image 8: DEFACTO Word template







# 13.2 Press releases

A press release was launched at the beginning of the project. It was sent to trade media and to local media in the Basque Country, where the project coordinator is based.

It was published in 20 different media outlets, including print newspapers, television and digital media, both in English and Spanish languages.

Image 9: Example of a publication about the project kick-off

The screenshot shows a news article on the FuturENERGY website. The article title is "The DEFACTO project, expected to revolutionize the European battery cell manufacturing industry, kicks off". The article is dated April 21, 2020. It features a photo of a meeting and a video player. The text discusses the project's goals, its funding by the European Union, and the consortium of partners involved. The website header includes navigation links like "Home", "Themes", "News", "Articles", "Reports & Specials", "Directory", "Calendar", "THE MAGAZINE", "FuturENERGY Digital", and "Digital Library". There are also social media icons and a search bar.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875247

In addition, the press release was uploaded to the project website to reach a wider audience.

Image 10: Press release on the project website



### 13.3 Conferences attended

CIDETEC presented the DEFACTO Project at the Battery2030+ web conference about European perspectives on batteries of the future, which was celebrated on May 25 and 26.

The project participation on this online event was announced on social media and the recording of the session was later shared on the project website and on social media too.

Image 11: Tweet about the DEFACTO participation in the Battery2030+ Conference





## 13.4 Newsletter

The first newsletter of the project was released <https://mailchi.mp/f0e8df682d0b/defacto-project-newsletter-1> and published on the project website (<https://defacto-project.eu/2020/03/11/the-first-defacto-project-newsletter-is-out/>)

CIDETEC presented the project during the Battery2030+ web conference about EU perspectives on batteries of the future, which was celebrated online on May 25 and 26.

Image 12: DEFACTO Newsletter 1



## 13.5 Website

The website <https://defacto-project.eu/> was launched on February 14th (M2) with essential information of the project that will be updated constantly with progress and news from the project and partners.

Image 13: DEFACTO Website's Home



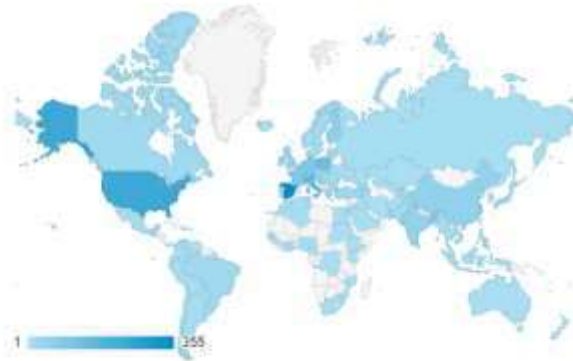
### 13.5.1.1 Analytics Month 1-6

Since the launch of the website on February 14 and until June 17, it has accounted for 1,880 page views. The average time that a user spends in it is 2:59 minutes and the bounce rate is 50.23%. These numbers are very good and indicate that we have a very qualified website traffic.

Image 14: DEFACTO Website analytics



Image 15: Geographical distribution of visitors to the project website



## 13.6 Social media

The LinkedIn account: <https://www.linkedin.com/company/defacto-project/> and the Twitter account: <https://twitter.com/DefactoProject> were created and updated with content on a regular basis since the project’s kick off.

During this period, we shared 30 publications, achieved 75 followers, and our publications reached a total of 27K impressions on Twitter, as of June 17.

Image 16: DEFACTO Twitter account



We also began the activity on LinkedIn on January 14, 2020. In this period, and until June 17, we published 16 posts and achieved 94 followers. The publications reached 13.4K impressions.

Image 17: DEFACTO LinkedIn account

