



Description of dissemination tools

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1 EXECUTIVE SUMMARY

This document provides a description of the LIBERTY dissemination tools setup after 6 months project runtime. To optimally support and perform dissemination and communication activities, professionally crafted materials have been developed. The project marketing basics (Logo, Templates, Overview Presentation, etc.) as well as a website were established and are maintained continuously in order to inform the identified target groups and audiences about the project. The objective is to increase the visibility of the project and subsequently also the outcomes of LIBERTY project.

The first step was to create a cooperate identity for LIBERTY project. It supports internal communication as well as external communication: On the one hand, it contributes to the internal identification and motivation, and accounts for a tangible project culture. On the other hand, it supports the dissemination of LIBERTY values, messages and materials.

The project logo, the cooperate identity, all templates and master documents as well as the website are coherently designed, which transports values like sustainability and climate-friendly solutions helping to promote a positive image of future urban mobility.

By developing a professional joint image and appearance a sound basis for further dissemination and exploitation activities has been set already in the beginning of the LIBERTY project.

Keywords: Dissemination Tools, Corporate Design, Templates, Website

2 OBJECTIVES

The objective of all communication and dissemination measures and exploitation activities during the project period is to ensure wide visibility of the project and its results. Very important is also that the LIBERTY consortium identifies with the project and its content and values.

For that reason, professionally crafted materials were created to effectively disseminate the project results to target audiences and to efficiently support exploitation activities also beyond the project runtime. The objective is to maximise the impact of the project.

Creating professional dissemination material is of high importance to support dissemination and communication activities. It increases the visibility and supports the impact generation of the project and its project results. This includes the establishment of a project “corporate” identity with project website and supporting dissemination material.

The project activities, results and deliverables shall be widely disseminated on national and European level to the following audiences:

- **Specific “external audiences”** such as relevant target groups / institutions / organizations, other projects, as well as individuals.
- **Wider “external audiences”** such as ‘the community’ or the broad public, and
- the **“internal audience”**, i.e. all partners of the LIBERTY partner consortium.

A detailed definition of the target audiences is available in D8.2 Dissemination Plan [1]. From the beginning of the development of the corporate identity it was taken into consideration that dissemination and exploitation has to address all stakeholders, putting decision makers and future users in the centre of communication.

3 INTRODUCTION

While each Work Package (WP) in LIBERTY has its own dedicated dissemination activities, there is one central WP (WP8) defined in the project which deals with managing and coordinating these activities project-wide. In Subtask 8.1.1 Dissemination tools and materials the main activity is to create and provide the necessary material and support to perform communication and dissemination activities.

This includes:

- the establishment of a project “corporate” identity with project website and supporting dissemination material;
- the planning of dissemination activities towards identified target groups, including tailoring of information to the specific needs of each target group;
- set-up and maintenance of project website at month 3, to communicate towards the external audience;
- a general flyer;
- newsletters to be spread within the networks of the participants, at least every 6 months;
- participation in and co-organisation of (scientific and industrial) conferences including special workshops, tutorials or industry days where feasible.

VIF coordinates this subtask and performs the majority of the activities. IKE supports the participation in and co-organisation of events. Partners provide input such as links to their own company websites, press releases and will comment on the functions and content of the project website.

One of the first tasks within the LIBERTY project was the creation of a logo and an appropriate corporate identity. Based on these elements, a fully responsive project website has been developed and launched in April 2021: <https://www.libertyproject.eu/>

4 DESCRIPTION OF WORK

4.1 Project Logo and Corporate Identity

The LIBERTY corporate design was developed at the very beginning of the project for internal communication as well as for external audiences and stakeholders. The goal was to establish and transport a joint image of the project to ensure uniform appearance to the external community on all levels (regional, national, European, international). It aims to give a clear, homogeneous and appealing image to the project in all its communication and dissemination activities.

For the creation of the logo all partners were involved and asked to provide their opinion and feedback. VIF provided several proposals and all partners supported with their feedback in improving them and creating a final logo that suits best for all partners and the project. The decision was made to keep it easy to read, to make sure that everybody at the first glance recognises what the project is about.

The logo uses a clear and puristic font. The green car in the logo is symbolising the electromobility sector as well as the sustainability and also climate-friendly solutions of project. The project acronym and the complete title are also part of the logo. Reading the title gives a good overview about the project and makes clear what it is about. The E of the [acronym](#) is representing the battery system that will be built up.

The logo of the project is shown in the front of each document. It is used throughout the project and is available for all on SharePoint [2] and the project website [12] in different versions.





Figure 1 LIBERTY Logo

4.2 General Templates

All templates provided have the homogeneous LIBERTY look. They are developed for internal and external use and meet the European Union's standardized templates for documents. They are available for all project partners on SharePoint [4].

For presentations the LIBERTY **PowerPoint template** has been created. Additionally, a Word **template for deliverables** and for **meeting minutes** is available, as well as an **overview presentation** of the project, all to be found at LIBERTY SharePoint [5].

4.2.1.1 PowerPoint Master

For internal and external presentations a PowerPoint Master (Figure 2) has been developed. The template can be found on SharePoint [6].



Figure 2 LIBERTY Presentation Template

4.2.1.2 Deliverable Template

For all deliverables, whether they are public or confidential a general template has been created (Figure 3) and is available on SharePoint.



Deliverable Title

Document Type	Deliverable
Document Number	Dx.y
Primary Author(s)	Name Organization
Document Version / Status	x.y Draft/Final
<hr/>	
Project Acronym	LIBERTY
Project Title	Lightweight Battery System For Extended Range at Improved Safety
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Figure 3 LIBERTY Deliverable Template

The according document style is defined in the LIBERTY Project Handbook [7]. The handbook also details the “Rules for dissemination and exploitation” in chapter 9. They are consistent with the rules defined in the project consortium agreement [8] and in the Grant Agreement [13].

4.2.1.3 Meeting Minutes Template

This template (Figure 4) has been created in order to meet the requirements for the internal documentation process. It includes sections for general meeting information, partners present, agenda, notes, decisions/conclusions and defined tasks. It is available on Project place [4]. The

main objective of the meeting minutes is documenting discussions, tasks, decisions, commitments and the corresponding person responsible.



Meeting-Agenda-/Minutes

MEETING-INFORMATION					
Title	Topic of the meeting	WP-/Task-/Deliverable		Dx.y	
Objective	Purpose of the meeting				
Location	e.g. Telco/Graz/...	Date/Time	2020-08-06-09:00	Duration	x mins
Organizer	Name, organisation				
Invited/Present					
Name and Role		Organisation		Present	
1					
2					
3					

AGENDA			
	Description	Owner/Presenter	Start/Duration
1	Objective, tasks affected, relevant documents (listed below), etc.		
2			



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NOTES	
1	Items-discussed, notes-from-discussions, etc. -(provide-link-to-agenda!)
2	

DECISIONS-/CONCLUSIONS	
1	Summarise-results-of-meeting-(provide-link-to-agenda!)
2	

DEFINED-TASKS			
Agenda-Link	Description	Person-Responsible	Due-/Duration
1	Defined-Task-(provide-link-to-agenda-if-available)	Name/-Company-short	
2			

Figure 4 LIBERTY Template for Meeting Minutes

4.3 Marketing Basics

Marketing basics support all communication activities via different communication channels. This ensures that all communication tools transport a coherent image. A set of basic marketing tools has already been developed. The main goal of these marketing basics is to communicate the key information of the project relevant during the whole project and beyond. All marketing basics are available on SharePoint. Every partner can download and print them and use the layout for specific communication activities such as conferences, events, publications, etc.

4.3.1 LIBERTY Overview Presentation for External Communication

In order to prove a homogeneous image of the project to the external stakeholders, a standard presentation of the project has been prepared [9]. The presentation shows the LIBERTY objectives, consortium, main activities and main expected results. It provides the link to the project website and information to contact the projects coordinator. The presentation will be updated regularly to reflect the achieved results. It is available on SharePoint [9] and on the Website [10].



Project Overview

Egoitz Martinez-Laserna, Werner Leitgeb, Manuela Klocker
(IKE, VIF)



Lightweight Battery System For Extended Range at Improved Safety



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Figure 5 LIBERTY Overview Presentation

4.3.2 LIBERTY Press Release

The LIBERTY Press Release is available as .doc, .pdf, .ppt, and was created at the start of the project. It acts as information and teaser for journalists to raise awareness about the project already at its start. It also serves as template for the project members to spread their own press release in their own networks. The press release provides basic facts about the project. It was sent to selected journalists and relevant media representatives. As for all other applications, all partners have access to the corresponding data on SharePoint [11]: and it is also available for the public on the LIBERTY website [12].

The developed press release is also conceived to fulfil the purpose of an initial project flyer, assuming that not many presentational events will be attended during the initial months of the project. A new version of the project flyer is planned by M12-M18 once further advances in the design of the LIBERTY battery pack are already ready to be disseminated; such updated version of the project flyer will be designed in such a way that can be distributed either on a digital format or as a printed leaflet.

The European project LIBERTY develops automotive batteries of the future

Lightweight Battery System for Extended Range at Improved Safety



- 2021 started with the kick-off of a promising and challenging **EU research project**
- The LIBERTY project will develop a **battery** that provides its vehicle with a **range of up to 500 km**, with ultra-fast charging capability, coupled with an expected lifespan similar to that of a combustion engine-powered vehicle.
- The project has a budget of **11 million euros** over 3 ½ years and is a strategic project for the electromobility sector funded by the European Commission's Horizon 2020 programme and the participating industry.

LIBERTY– Lightweight Battery System for Extended Range at Improved Safety

Imagine that you drive your electric vehicle from San-Sebastian to Barcelona, from Stuttgart to Brussels or from Eindhoven to Paris without the need of recharging along the way. Then have it quickly charged again without fear of eating into the battery's remaining life.

At present this could cause some issues – that's where LIBERTY steps in:

Design an electric vehicle battery that offers **500 km of range** before **ultra-fast recharging** in just 18 minutes – and all this combined with a battery **life expectancy in excess of 300.000 km**.

These are only some of the challenges that the European project LIBERTY, led by the Basque technology centre IKERLAN, will address along with 15 additional European partners ranging from Universities providing fundamental research, leading technology giants, TIER suppliers, up through the OEM level. Mercedes-Benz AG, one of the partners of this strategic Horizon 2020 EU project for sustainable mobility, will integrate the batteries developed by LIBERTY in one of its electric vehicles in order to demonstrate the technological feasibility of all LIBERTY innovations.

The project aims to develop batteries that will have the same useful life as those of current combustion engines, i.e. **up to 20 years or 300 000 km**. At present, the lifetime of an electric battery is typically lower, with guarantees of up to 10 years and around 150 000 km, while consuming up to 50% of the vehicle's cost.

The batteries to be developed in LIBERTY will provide a **range increase of up to 25%**, thus allowing driving up to 500 km without the need for recharging. And once recharging does become necessary, this can be accomplished in a mere 18 minutes, less than half the time under contemporary technologies.

Improved and standardized battery safety / sustainability will serve other important aspects addressed by this project. To ensure that the valuable battery does not have to be disposed immediately after its useful life, a second useful life is already being designed, where demands on fast-charging weight and energy density prove less important. Here they could be re-purposed to support a photovoltaic park or to store the energy generated in the solar panels of an urban building, for instance.

Egoitz Martínez-Laserna, researcher in the energy storage area at IKERLAN and coordinator of the LIBERTY project, explains that, this research *“will address many of the main barriers currently hindering the wider adoption of electric vehicles, as we work to address key consumer concerns such as the range of the vehicle, charging times, battery life, increased battery life cycle, battery safety and of course the considerable cost of the batteries”*.

To develop the numerous and challenging LIBERTY innovations, the project lead by IKERLAN joins forces of sixteen renowned members from 7 EU countries from the fields of research, academia and industry, including Diehl Controls, Hutchinson, Infineon, Mercedes-Benz, NXP, Valeo, Accurec, Virtual Vehicle Research, Flanders Make, Fraunhofer-IISB, Mondragon Unibertsitatea, BRING and CLEPA.

Key Figures

LIBERTY's overall target is upgrading EV battery performance, safety and lifetime from a lifecycle and sustainability point of view

- **16 Partners from 7 countries**
- **Project Coordinator:** Egoitz Martinez-Laserna
- **Institution:** IKERLAN S. COOP
- **E-Mail:** emartinez@ikerlan.es
- **Website:** www.libertyproject.eu (coming soon)
- **Start date:** January 2021
- **Duration:** 42 months

More about LIBERTY

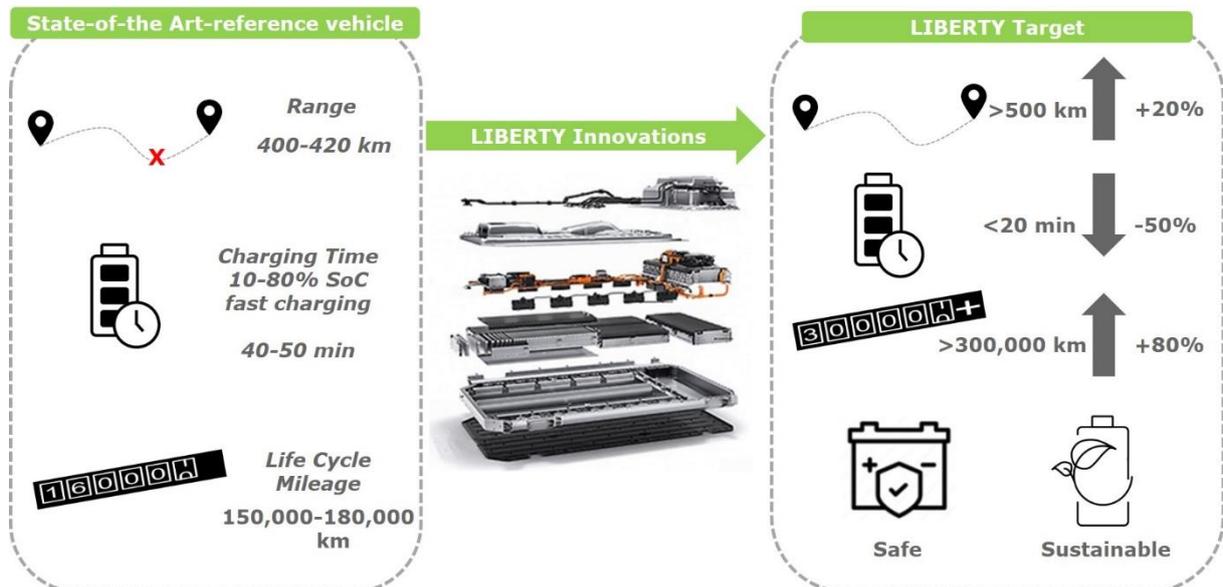
www.libertyproject.eu ...(coming soon!)

LIBERTY Partners





LIBERTY Innovations



Key Targets

LIBERTY project will develop a new battery system through smart combinations and implementation of innovations including

- A compact and safe battery pack based on high energy density cells and lightweight materials housing which is crash resistant
- A versatile battery management system resulting in optimal performance and safety over the system's total lifetime (first and second life)
- High accuracy state estimators allowing fast charging, enhancing range and lifetime, and guaranteeing ultimate safety and diagnostics
- An innovative thermal management system ensuring safety and preventing battery degeneration during fast charging
- Design a (semi) automated battery dismantling procedure thereby reducing costs of recycling and reuse
- Development of future-proof testing protocols for standardised EV safety as well as performance testing



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4.4 LIBERTY Website

The LIBERTY website is a central element for LIBERTY dissemination activities. This section provides an overview of the website, which went public in April 2021.

The website has been established by VIF in corporation with the Work Package Leaders. It has been designed for both an external audience and the project partners. The website is one of the most important marketing and dissemination tools. It gives a clear overview of the key objectives and the key innovations of the project. Technical details are given too, taking into account that the contents should be easy to read and understand.

The project website is designed, maintained and updated on a regular basis. The website shows the project specific logo, acts as a contact point for interested parties, provides a project summary and project information as well as company profiles of each project partner. It informs the public about ongoing activities and hosts public project deliverables as well as publications for the general public and newsletters and news from the project.

The structure of the website is clear and easy to handle. The reader should find as quickly as possible the contents she/he is looking for.

In the screenshot below you see the landing page with the menu bar in the header and a project description on the left side a news section on the right side below the key visual. The key visual is in the process of being updated and the website will be updated accordingly with the new one.



LIBERTY's overall target is upgrading EV battery performance, safety and lifetime from a lifecycle and sustainability point of view. The key objectives of LIBERTY are to achieve a range of at least 500 km on a fully charged battery pack, halved charging times, an ultimate safe battery system, a long battery lifetime of over 300,000 km for first life, the ability to reuse the battery pack for second life applications and sustainability over the battery pack's entire life cycle.

These objectives will be achieved by developing a new battery system through smart combinations and implementation of innovations developed in LIBERTY, including a compact and safe battery pack based on high energy density cells and light-weight materials housing which is crash resistant; a versatile battery management system resulting in optimal performance and safety over the system's total lifetime (first and second life); high accuracy state estimators allowing fast charging, enhancing range and lifetime, and guaranteeing ultimate safety and diagnostics; and an innovative thermal management system ensuring safety and preventing battery degradation during fast charging. These innovations will be demonstrated in a Mercedes EQC.

To ensure that at the end of life, battery packs can be dismantled efficiently and safe, LIBERTY will design a (semi) automated battery dismantling procedure thereby reducing costs for recycling and reuse. Since current standards for performance and safety testing have limitations for testing of developments like the ones targeted in LIBERTY, future-proof testing protocols will be developed for standardised EV safety as well as performance testing.

The innovations within LIBERTY lead to a compact high-performance battery pack with advanced diagnostic and control features and functionalities. In terms of consumer's values, it brings extended range, short charging times, long distance travel capability, safety, reliability, user confidence and affordability.

Lightweight Battery System For Extended Range at Improved Safety

[Work Description](#)

LIBERTY General Assembly

The LIBERTY General Assembly took place today online. Really nice to see people on the screen, but we are looking forward to meeting everybody in person hopefully in autumn. During the General Assembly status reports on ongoing work, future planning, recent...

[read more](#)

Press release out now: The European project LIBERTY develops automotive batteries of the future

LIBERTY- Lightweight Battery System for Extended Range at Improved Safety Imagine that you drive your electric vehicle from San-Sebastian to Barcelona, from Stuttgart to Brussels or from Eindhoven to Paris without the need of recharging along the way. Then have it...

[read more](#)

Launch of LIBERTY project

The promising and challenging LIBERTY project, coordinated by IKERLAN S. COOP from Spain, started with an online virtual kick-off meeting with participants from all over Europe joining in January. Funded under the umbrella of Horizon 2020, 11 million Euro will be...

[read more](#)

4.4.1 Objectives

The website has been designed for both an external audience and the project partners. It aims at fostering communication and spreading information on the project and its progress featuring many and various aspects of the project and the work performed: It provides information on the status and progress of the project, as well as specific activities and events, gives insight into the research work and presents important achievements.

In order to fulfil its goal, the LIBERTY website must be designed and continuously maintained with search-engine optimization (SEO) in mind.

4.4.2 Responsibilities and Updates

The team from VIF as WP8 lead is responsible for editing and carrying out website updates on a regular basis, including timely uploading of project results produced, papers published, deliverables released or news to be reported.

4.4.3 Target Audience

The website information architecture aims at reaching an audience as wide as possible, including

- Experts in industry and academia interested in using or referring to LIBERTY results
- Research and education organisation interested in the body of knowledge resulting from LIBERTY
- LIBERTY project partners
- Governmental organisations, looking for related expertise
- Other related EU project participants
- General public interested in the state of the art and ongoing research
- Stakeholders and Multipliers as described in D8.2 [1]
- Media, customers and general public

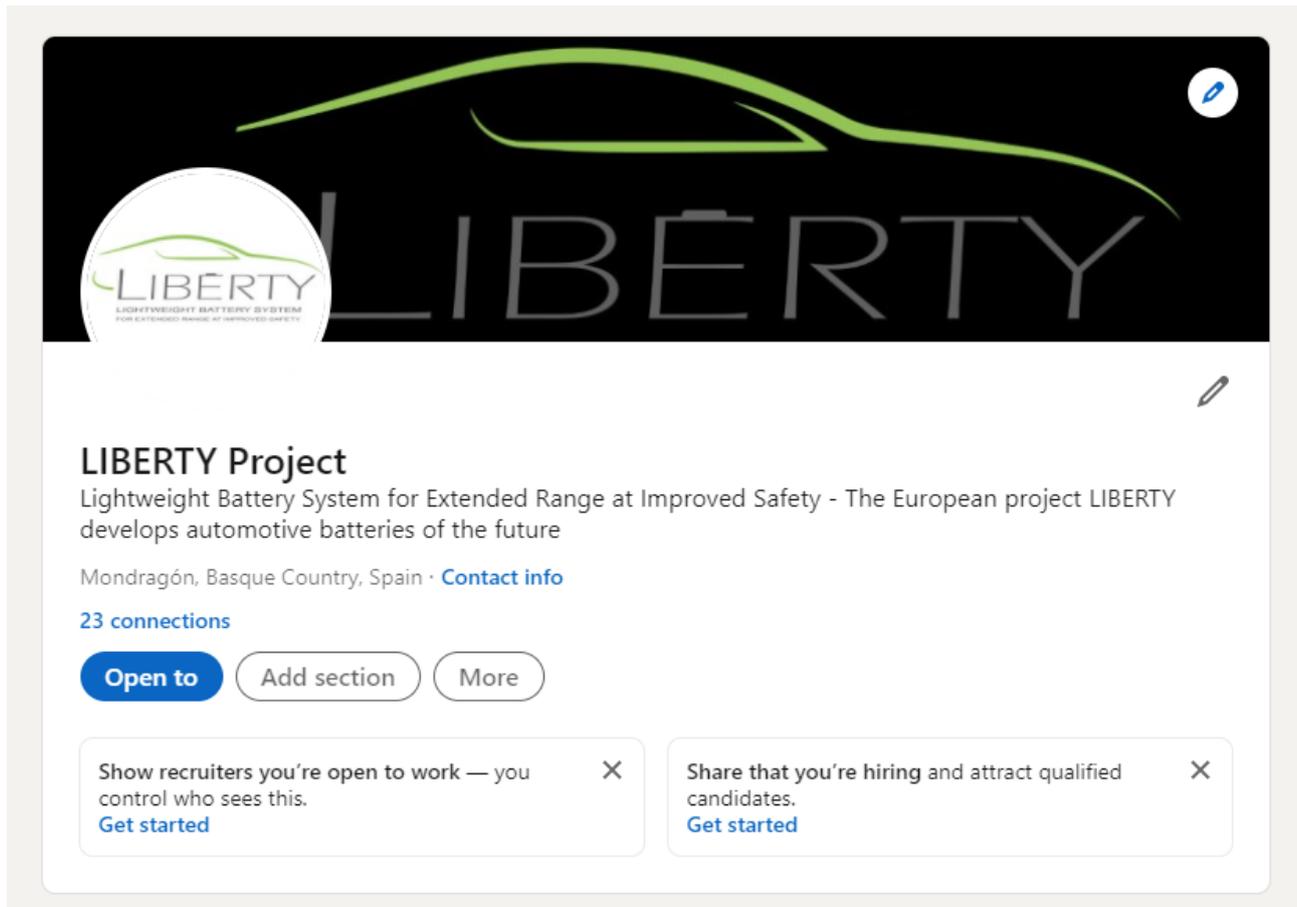
4.4.4 Partner Websites

All partners in the project are encouraged to use their own company websites to link and promote LIBERTY project. Ideally, links to LIBERTY project website will be made from most of the partner websites, and partners' marketing departments are encouraged to make good use of it.

4.5 Social Media

4.5.1 LinkedIn

A LinkedIn profile was established. LinkedIn is a social media platform most often used for business-to-business communication and to create a professional image for both individuals and corporations. Aiming to reach experts and professionals, the project has established the "LIBERTY Project" channel. The project LinkedIn page is already active, see also the link: LIBERTY LinkedIn: <https://www.linkedin.com/in/liberty-project-bbb27320a/>. A process to ensure continuous updates is in progress.



The image shows a screenshot of a LinkedIn project page for the LIBERTY Project. At the top, there is a banner with a green car silhouette and the word 'LIBERTY' in large, light-colored letters. Below the banner, the project title 'LIBERTY Project' is displayed, followed by a description: 'Lightweight Battery System for Extended Range at Improved Safety - The European project LIBERTY develops automotive batteries of the future'. The location is listed as 'Mondragón, Basque Country, Spain' with a 'Contact info' link. There are '23 connections' listed. Below this, there are three buttons: 'Open to', 'Add section', and 'More'. At the bottom, there are two toggle switches: 'Show recruiters you're open to work — you control who sees this.' and 'Share that you're hiring and attract qualified candidates.' Both have 'Get started' links and an 'X' icon to close them.

4.6 Newsletter

Regular updates are spread via the news section on the website as well as the LinkedIn channel. They are supposed to complement the external newsletter, which will be published two times a year on the website and on LinkedIn. The newsletters will inform the public about the ongoing work and results and achievements of the project.

5 CONCLUSIONS AND NEXT STEPS

LIBERTY project marketing basics as well as the website were established in order to inform the target audience, interested parties and the public about the project. By developing a professional corporate identity and joint image, a sound basis for further dissemination and exploitation activities has been set already in the beginning of the project. Further steps will be built upon this basis and will use the corporate design elements presented in this deliverable.

5.1 Further Material planned

Next activities planned are:

- Identify appropriate messages to disseminate the results from the Work Packages and Innovations to the defined target groups
- Create key visual for the website
- Create a poster/leaflet for presenting LIBERTY at events
- Create icons for each LIBERTY innovation
- Create a project video
- Create an elevator pitch

Most of the activities have already started and it is planned to finalise the dissemination tools described above until Month 12.

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