



Dissemination Plan

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TABLE OF CONTENTS

1	EXECUTIVE SUMMARY	5
2	INTRODUCTION	6
2.1	Reporting and context	6
3	METHODS & PROCESSES	8
3.1	SharePoint: project-wide repository	8
3.2	Dissemination methods	9
3.2.1	LIBERTY Corporate design and dissemination material	9
3.3	Approval process for dissemination	12
3.4	Responsibilities	13
3.4.1	Identification of dissemination opportunities	13
3.5	Dissemination key performance indicators	14
4	OBJECTIVES & AUDIENCES	15
4.1	Objectives on WP/Task level	15
4.2	On Dissemination level	16
4.3	Audiences	17
4.3.1	Stakeholders & Multipliers	18
5	DESCRIPTION OF WORK	19
5.1	Dissemination Plan	19
5.1.1	Dissemination activities	22
6	RESULTS AND DISCUSSION	28
7	CRITICAL RISKS	29
8	CONCLUSIONS AND NEXT STEPS	30
9	REFERENCES	31
A.	ABBREVIATIONS AND DEFINITIONS	32

LIST OF FIGURES

Figure 1 Landing page of LIBERTY SharePoint.....	8
Figure 2 LIBERTY templates	10
Figure 3 LIBERTY logo in different versions.....	12
Figure 4 Steps and timeline for the dissemination and exploitation strategy.....	20

LIST OF TABLES

Table 1 Dissemination & exploitation deliverables.....	7
Table 2 Support for dissemination activities	9
Table 3 Status of planned dissemination activities until June 2021	16
Table 4 COLLABAT Cluster – planned activities	21
Table 5 LIBERTY Dissemination Plan.....	27
Table 6 Risks for dissemination activities.....	29

1 EXECUTIVE SUMMARY

This document describes the basic processes and methods for disseminating both project activities and project results of the LIBERTY project, i.e. making it available to the specific stakeholders and to the wider audience.

Each work package and task within LIBERTY have their related dissemination activities, but there is a dedicated WP (WP8) defined in the project which deals with managing and coordinating these activities project-wide. The goal is to increase the visibility and support the impact generation of LIBERTY and its scientific results through necessary dissemination and communication activities planned and undertaken.

This document comprises the following topics:

- Description of methods and processes;
- Identification of objectives & audiences;
- Responsibilities for dissemination and communication activities;
- Plan for disseminating project results.

For efficient and effective dissemination LIBERTY uses a “multipliers’ approach” wherever possible.

The dissemination plan is a living document. Goals, strategies, and tools outlined below may be subject to change over the duration of the project and we remain open to alternative ways of publishing and disseminating our results.

Keywords: dissemination, objectives, audiences, website, stakeholder, multiplier

2 INTRODUCTION

The prime target of LIBERTY is to significantly upgrade battery performance, safety and lifetime from an overall lifecycle and sustainability point of view. Main challenges are range extension, shorter charging time, safety, battery lifetime and sustainability. LIBERTY addresses these challenges with its two main technical ambitions:

- Development of a safe, sustainable, and lightweight battery pack ready for fast charging.
- Development of a flexible battery management system with advanced monitoring and control functions.

LIBERTY will develop and demonstrate a battery system which has a long range, can be charged fast and is safe, fitting in a sustainable and circular economy. All hardware and software will be developed up to TRL7 within the project. The next step is market introduction, where the proven technology will be developed up to TRL 9.

Since the LIBERTY consortium comprises all key stakeholders needed to develop, demonstrate, and market the technology in the mid-range Electric Vehicle (EV) segment, there is a vested interest in bringing the technologies to series production. Market entry takes place in the years 2024-2025.

To communicate and disseminate progress, achievements, highlights and results of this development is the main target of dissemination and communication activities.

WP8 includes the following tasks and subtasks related to Dissemination:

- Task 8.1 Dissemination and communication activities;
 - Subtask 8.1.1 Dissemination tools and materials;
 - Subtask 8.1.2 Dissemination plan;
 - Subtask 8.1.3 Envisaged external dissemination and communication actions;
 - Subtask 8.1.4 Final event;
 - Subtask 8.1.5: Liaison with COLLABAT-cluster projects;

and covers the overall dissemination activities throughout the whole LIBERTY project cycle [M1 to M42]. The outputs of this WP are also related to the exploitation activities (Task 8.2 Exploitation of project results and tuning to partners individual interests, starting in M6).

Dissemination activities will be reported on the LIBERTY SharePoint [2] and on the LIBERTY Website [12]. The process for reporting of dissemination activities is described in the LIBERTY Project Handbook [1].

Please note that every LIBERTY partner has to make its contribution to the project dissemination (internal and external) of the LIBERTY project!

2.1 Reporting and context

The progress on dissemination in LIBERTY will be reported in the following deliverables:

Deliverable	Title	Date
D8.1	Description of dissemination tools	M6
D8.2	Dissemination Plan	M6

Deliverable	Title	Date
D8.3	Draft Exploitation Plan	M12
D8.4	Final Exploitation Plan	M40
D8.5	Clustering and liaising summary	M42

Table 1 Dissemination & exploitation deliverables

3 METHODS & PROCESSES

3.1 SharePoint: project-wide repository

The LIBERTY SharePoint [2] is the main repository and communication platform within the LIBERTY project, see Figure 1.

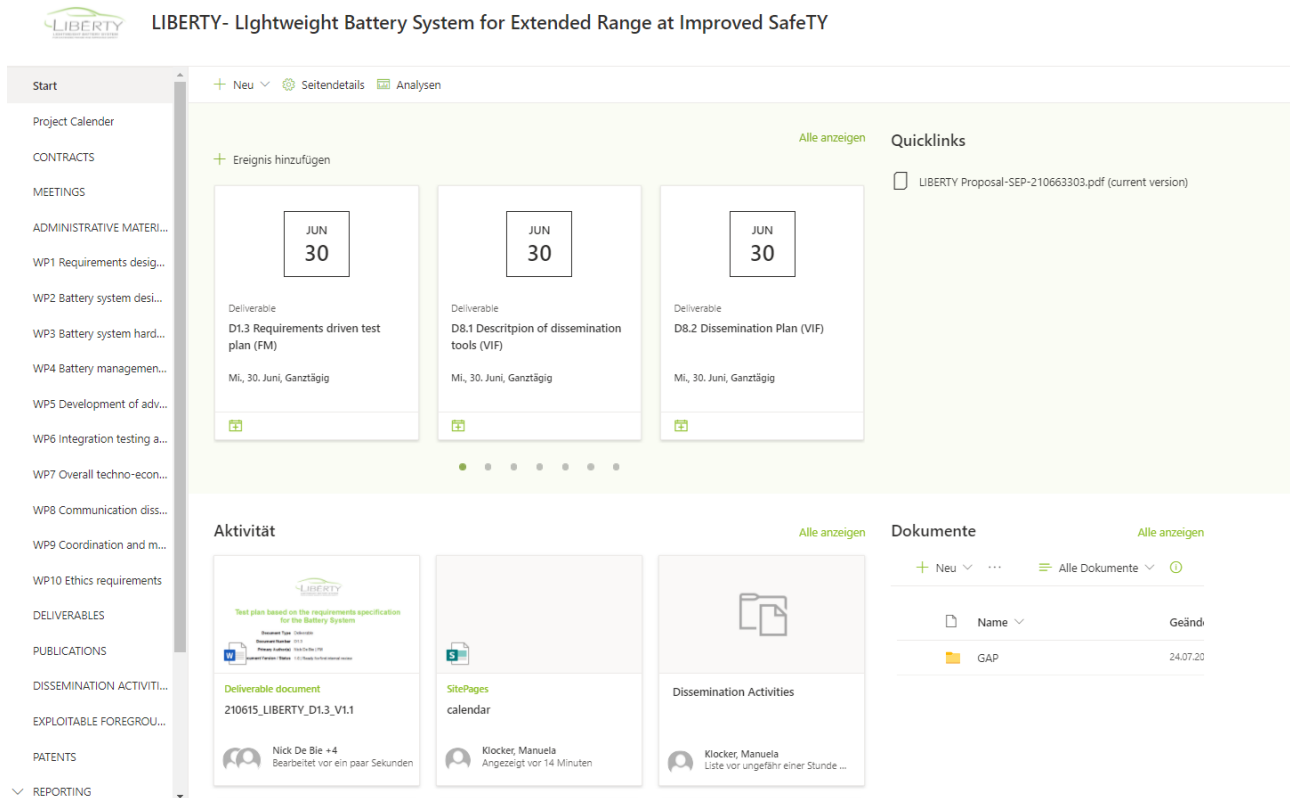


Figure 1 Landing page of LIBERTY SharePoint

The repository is mainly managed within WP9 (Project Management). However, WP9 supports dissemination for all partners with the collections/pages listed in Table 2.

Content	Reasoning	Reference
Collection of dissemination activities (planned and done)	List, collect and reference	[1]
Collection of project-related publications of partners	List, collect and reference	[4]
Collection of project-related patents of partners	Collect and make available for further use	[5]
Collection of exploitable foreground	Collect and make results available for further exploitation	[6]
Dissemination Material	Provide dissemination material to all partners for own use	[7]

Table 2 Support for dissemination activities

3.2 Dissemination methods

3.2.1 LIBERTY Corporate design and dissemination material

The LIBERTY corporate design was the first step done. The LIBERTY Corporate Design was developed at the beginning of the project to ensure uniform appearance to the external community on all levels (regional, national and European) and towards all stakeholders, see e.g. logo and templates described.

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 on the LIBERTY SharePoint [2].





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Figure 2 LIBERTY templates

The corresponding document style is defined in the LIBERTY Project Handbook [1]. 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 [9]

For the creation of the logo all partners were involved and asked to provide their opinion and feedback. VIRTUAL VEHICLE 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 green car in the logo is symbolising the electromobility sector as well as the sustainability and also climate-friendly solutions of the project. The project synonym 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 3 LIBERTY logo in different versions

The Corporate design of LIBERTY project is described in more detail in D8.1 Description of dissemination tools [8].

3.3 Approval process for dissemination

The approval process for dissemination activities is described in the LIBERTY Project Handbook [1] (in chapter 9 Rules for Dissemination and Exploitation).

All partners are invited to perform dissemination activities. For this purpose, WP8 provides general dissemination material [7] that can be used by all partners.

These essential elements should be considered:

- All dissemination material needs to include the following acknowledgement: *“LIBERTY has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 768947”*.
- Any dissemination of results (in any form, including electronic) must display the EU emblem. When displayed together with another logo, the EU emblem must have appropriate prominence.
- Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains. The following Disclaimer excluding Agency responsibility needs to be added: *“The document reflects only the author’s view, the Agency is not responsible for any use that may be made of the information it contains”*.
- Continuously report your dissemination activity on SharePoint [3]: All dissemination (and publication) activities must be documented on the LIBERTY SharePoint.

In the LIBERTY Consortium Agreement [9] the specific processes for dealing with publications, press releases, other contributions and reports to the EU are described.

As required by Horizon 2020, all LIBERTY partners will ensure open access to their scientific publications done throughout the project. Those publications will be made available (PDF) mainly via the LIBERTY website based on self-archiving (also called '**green**' **open access**) rules. Support

will be offered to LIBERTY partners if needed, to select appropriate publishers and ensure compliance.

Public access to research data will be made on a case-by-case basis by partners in each WP. While the open-access model for data is encouraged throughout LIBERTY, it cannot be enforced in the whole project and for all partners, as in some cases other obligations (licensing, trade secrets, and external stakeholders) might forbid to publish all available data. If public access can be granted, data will be made accessible via the LIBERTY website.

3.4 Responsibilities

Coordinator and WP-Leader

VIF as coordinator and WP8 lead is responsible for coordinating dissemination activities. Communication with the external world is a shared task for the Project Coordinator and the WP leader. This includes all external inquiries about the project, contact with related projects, and active communication about the project with the external world (e.g. via press releases, presentations or articles), Workshops with the Advisory Board (AB); organising dissemination activities with the Advisory Board; Organisation of possible joint event(s) and joint cluster Advisory Board workshops.

Individual Partners

Eventually, dissemination is an issue of concern for every partner of LIBERTY and all partners are continuously encouraged to contribute. Within the monthly Work Package Leader Board (WPLB) dissemination, communication and exploitation is a fixed point on the agenda.

Advisory Board

The LIBERTY Advisory Board will advise and help guide the process of defining recommendations for the implementation of the results developed within the LIBERTY project. Thanks to their expertise, professional knowledge and bird's eye view, the members of the AB will play an important part in contributing to the success of the LIBERTY project, helping to provide full commitment to the recommendations developed. The purpose of this group is to increase the probability of wide market acceptance of the materials and processes developed and with that a better market penetration. The most important role they will play is in supporting the exploitation of results, but as dissemination and exploitation are strongly linked and the boarders are fluent the Advisory Board is also very important to increase the visibility of project results in a first step.

In LIBERTY a 2-level Advisory Board is established: (1) on LIBERTY- level with focus on specific technical topics and (2) on cluster-level with the purpose of increasing the visibility of LC-BAT-10 projects and focus on high-level technical topics (EV market, testing, battery technologies, etc.). These cluster-level activities will support dissemination activities within the LIBERTY project. Potential institutions are: EGVA, EUCAR, EARPA, ERTRAC, EMIRI, etc. They will spread the news, results and achievements of the LIBERTY project in their own networks and function as multipliers.

3.4.1 Identification of dissemination opportunities

Typically, opportunities or events for dissemination (e.g., scientific conferences or journals) are specific to Work Packages and field of work, and are therefore identified and tracked by individual partners, or at the WP level.

WP8 will support those activities by distributing such information, whenever possible, within the consortium, e.g. by using SharePoint, reporting in WPLB meetings, reports at consortium meetings etc.

3.5 Dissemination key performance indicators

For the evaluation of dissemination activities several key performance indicators (KPI) are defined and concretised in the Dissemination Plan, see Table 5 . Some of them make it possible to review the effect of project dissemination activities already during the project runtime, some are more indicative of longer-term scientific and community impact.

The relevant KPIs include:

- Number of press releases;
- Number of open-access publications;
- Number of downloaded publications;
- Number of workshops organized;
- Number of newsletters published;
- Number of events where LIBERTY is presented;
- Visitor numbers on website;
- Number of LinkedIn activities (follower, likes, posts).

To validate the success of communication and dissemination activities and to optimise the overall impact of LIBERTY, quantitative and qualitative indicators will be tracked and reported.

Indicators for success will be reported in the Periodic Technical Reports including the execution of the dissemination activities throughout the project.

4 OBJECTIVES & AUDIENCES

4.1 Objectives on WP/Task level

Dissemination and communication activities are focusing on making the project visible to ensure that the project results and outputs are widely spread to all target groups, stakeholders and interested persons.

The main goals of the corresponding Work package are to:

- Increase the **visibility and support the impact generation** of the LIBERTY project and its project results;
- To **maximise the dissemination of results** to reach stakeholders in industry, suppliers and governments in order to accelerate the implementation of the findings;
- To **promote the dissemination of the project findings** through presentations at project workshops, technical conferences, scientific publications, the project website and social networks;
- To **facilitate technology transfer and accelerate dissemination** of the on-going project's activities;
- To **liaise with relevant projects and initiatives**, also at extra-European level, to ensure knowledge exchange, interoperability of the developed systems as well as wide market penetration.

These activities are supported within Task 8.1 Dissemination and communications activities. The activities start from the first day until the last day of the project to make sure that the above-described goals are reached. In the table below planned activities to reach the goals and the according status until now is briefly described:

Planned activities	Status
Plan dissemination and communication activities.	Deliverable at hand: This deliverable provides the details for planning dissemination and communication activities. It is a living document and will be updated continuously.
Create and provide necessary material for dissemination and communication activities.	Project Logo, templates, overview presentations and press article are already provided on SharePoint for all partners. Further dissemination material is planned: <ul style="list-style-type: none"> • Project Key Visual; • Project Poster and Leaflet; • Project Video; • Elevator Pitch.
Support partners to perform dissemination activities.	Process started at the beginning of the project; Continuously done.

Planned activities	Status
Execution of major dissemination and communication actions that are mentioned in the Dissemination Plan.	Continuous actions.
Present the project results to a wider audience at a final event together with the final review meeting.	In planning.
Liaise and cluster with COLLABAT-cluster and with other relevant concurrent projects.	In progress – meetings on cluster activities already started.
Organization of possible joint event(s) and joint cluster Advisory Board workshops	In progress – meetings on cluster activities already started.

Table 3 Status of planned dissemination activities until June 2021

4.2 On Dissemination level

To ensure achievement of the described objectives, the necessary dissemination and communication activities are planned, undertaken and described in this deliverable.

In addition, a continuous evaluation of impact and planning of exploitation activities is to be conducted and will be described in D8.3 due in month 12.

The main objectives of LIBERTY dissemination activities are:

- **Raising awareness** of the community on LIBERTY activities, results / deliverables and on LIBERTY partners;
- **Inform and educate** the community on the topical area of battery management / development and recycling;
- **Engage** the community to get input / feedback;
- **Promotion and selling** of outputs and results to the community.

To achieve these objectives in a first step this dissemination plan at hand is created. The planned activities are clearly mapped to target groups and are in line with the EC (European Commission) guidelines for Communicating R&D [11].

To ensure continuous dissemination throughout the project, all regular project meetings shall have the following items as standing items on the agenda:

- **Identification of activities, results and deliverables suitable for dissemination** and of suited dissemination methods / activities;
- **Monitoring of activities, results and deliverables w.r.t. exploitation.** Specification of any relevant information to be maintained under restriction of dissemination and the required restriction period, also being consistent with the Consortium Agreement [9].

4.3 Audiences

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.

Dissemination and Communication will be aimed at the following target audiences and groups, especially those that the LIBERTY consortium partners are members of. These memberships allow that communication and dissemination activities will be extended beyond the duration of LIBERTY.

The following list shows **memberships of LIBERTY partners**, which will be used for communication of project activities, findings and results:

- [EARPA](#) (European Automotive Research Partners Association);
- [EGVIA](#) (European Green Vehicle Initiative Association);
- [EMIRI](#) (The Energy Materials Industrial Research Initiative);
- [EUCAR](#) (European Council for Automotive R&D);
- [CLEPA](#) (European Association of Automotive Suppliers).

The following **target groups** have been identified for the LIBERTY work:

- **Technology users** in the automotive industry: Automotive and automotive-related companies and institutions developing vehicle components for:
 - Battery pack (component) developers;
 - Battery Management System (BMS) developers;
 - Automotive IC developers;
 - Battery recycling experts;
 - Engineering companies;
 - Test houses and system integrators.
 Need for communication on technical and industrialised (or close before industrialisation) project outcomes to ensure the transferability of results to the market.
- **Technology providers** (OEMs, Tier1 / Tier2 etc. suppliers): Automotive and automotive-related companies and institutions developing tools and methods for Battery Electric Vehicles (BEVs) especially in the field of performance, safety, lifetime and sustainability. Needs for communication and synchronization on technologies.
- **European Electric Vehicle sector** especially the involved companies (LIBERTY partners) in this sector.
- **Academic and scientific communities:** especially in the domains of electrical energy research, energy storage systems, batteries, fuel cells, lightweight materials, hydrogen storage and automated vehicles. Needs for communication on main technical / scientific results and integration into expertise groups.
- **European Commission:** main stakeholder of the project, responsible for set-up of R&D projects in line with project call. Need for communication on project status as well as project impact on the community, legal aspects and on the market.
- **Customers / General public:** public community, interested in project impact on public sector.

LIBERTY will make **use of important stakeholders**, who are able to take the role of **opinion makers/leaders** as well as a **catalyst**, and who may serve as “**multipliers**” regarding the efficient and effective dissemination of information on activities, results and deliverables.

4.3.1 Stakeholders & Multipliers

WP8 aims at continuously identifying relevant stakeholders and multipliers for LIBERTY. At the project start, the following **stakeholders** have been identified for dissemination and exploitation activities in the LIBERTY project:

- LIBERTY project partners:
 - Tier 1, Tier 2 suppliers, flanked by R&D partners developing components and systems in close cooperation with MER (OEM);
- Advisory Board;
- COLLABAT Cluster;
- Other related EU / national projects / project participants;
- Industry:
 - Industry & Business Associations;
 - Applied researchers in industry;
 - Researchers / Experts from industry;
- Academia:
 - Academic communities and other interest groups;
 - Researcher interested in the topic;
 - Experts in the field of work;
 - Forums and interest groups;
 - Students (PhD or Master thesis);
- Policy Makers:
 - Public authorities involved (incl. National Funding Authorities, H2020, ...);
 - European Union / European Commission;
 - High-level officials from the EU;
 - National Governments;
 - Standardisation organizations;
- Public:
 - Regional, national and international media;
 - End users (citizens and professional users/customers), general public;
- National distributors and dealers;
- Battery manufacturers.

LIBERTY partners will play an important role in the “Multipliers’ approach” as used for reasons of dissemination efficiency and effectiveness in LIBERTY. They will identify relevant stakeholders and multipliers on regional and national level (media, interest groups etc.) providing relevant information to them. Dissemination material will be prepared accordingly, e.g. press releases with general parts (just to be translated into the different languages) and optional parts for providing partner- / WP-/ country-specific information.

5 DESCRIPTION OF WORK

5.1 Dissemination Plan

LIBERTY will use several dissemination channels to promote the project as well as the results. These channels include but are not limited to:

- Public LIBERTY website;
- External (public) LIBERTY newsletters;
- LIBERTY presentation material (posters, presentations, leaflet, etc.);
- Press releases – online, print media;
- Participation in conferences, workshops and exhibitions / in national and international events;
- (Co-) Organization of conferences, dedicated workshops and exhibitions (and other events);
- H2020 Programme meetings (exchange with other projects);
- Cluster activities;
- Provision of public deliverables and LIBERTY presentation material;
- Social media presence (LinkedIn);
- Publications (Scientific journals, conference proceedings);
- Education and training activities (lectures, courses or training seminars);
- Academic dissemination and exploitation (supporting PhD or Master theses work, giving lectures from results).

The dissemination of the project results and outputs are indispensable for optimising the value of the project and ensuring a broad impact of LIBERTY. These efforts will not just be focused on the 42-months project duration, but it will also be directed at building continuity of the LIBERTY-collaboration extending its lifetime.

The dissemination plan establishes the rules and guidelines on how the project will share its outcomes with the target groups and the networks, policy makers, relevant institutions, organisations and stakeholders, and how it will contribute to the overall dissemination strategy.

LIBERTY will place special emphasis on disseminating tangible exploitable results at the right time, that are in line with the European Commission 2050 strategy on net-zero GHG emissions, targeted to the relevant audience.

The dissemination and exploitation strategy specifically:

- Identifies exploitable results, owners of the results, and disseminators of each result, and relevant target groups that are key to deployment of the specific result;
- Creates a timeline along which the results are plotted – see Figure 4
- Creates key messages for each of the relevant target groups, defining and relaying the benefits and vision of the project– linked to the new innovations and results developed in LIBERTY;
- Description of how to reach the specific target groups (which channels will be used; communication mix). Target group specific actions and activities will be planned (implemented in other tasks) including physical or virtual meetings and networking (information days, brokerage events, conferences and webinars, joint workshops with relevant networks) and the publication of information on project activities or results (website, press releases, articles, e-Newsletter, social media and videos) (see this deliverable at hand);
- Creates guidelines for using the developed project identity in the correct way (see D8.1);

- Promotes **networking and joint actions** with other initiatives and/or projects (see COLLABAT cluster).

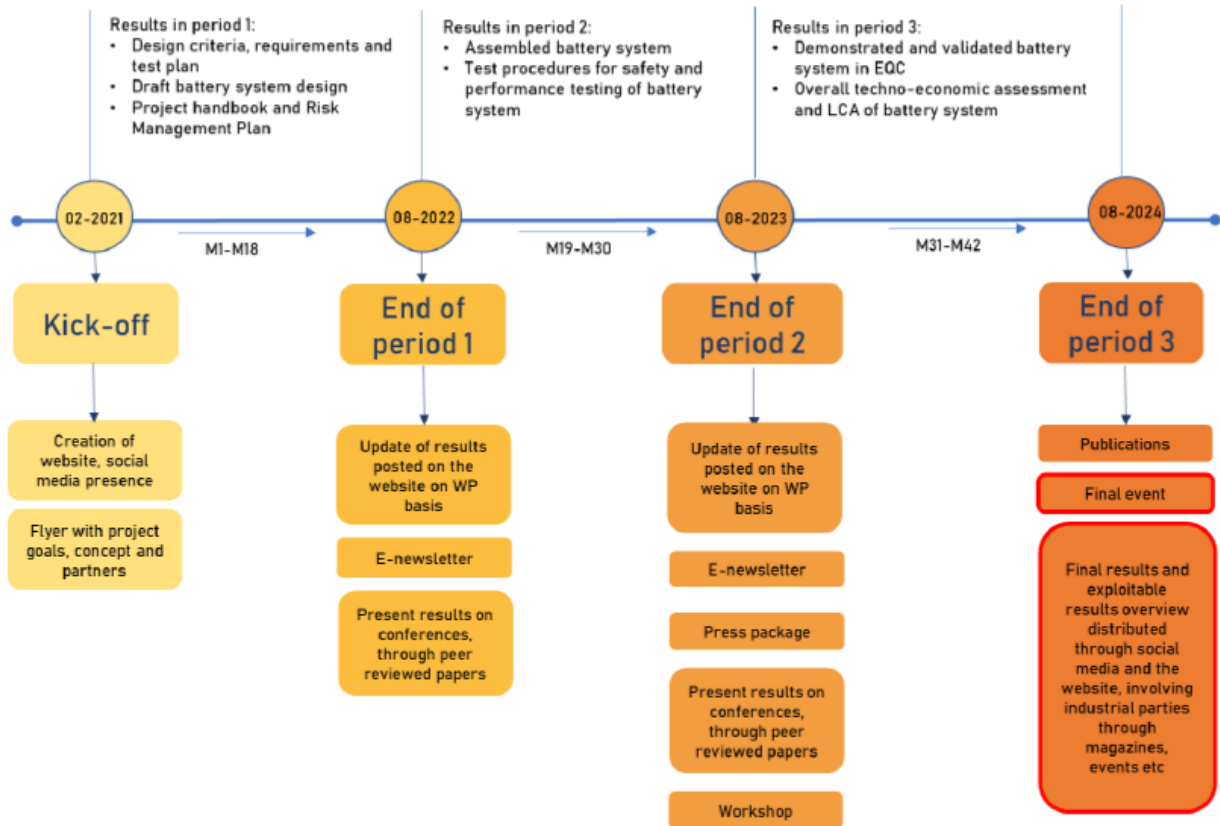


Figure 4 Steps and timeline for the dissemination and exploitation strategy

At the time of writing the deliverable at hand we are in line with the timeline presented in Figure 4. The Kick-Off Meeting took place in January 2021. The website [12] and LinkedIn channel [13] have been created and are online and a project overview explaining the project goals, the concept and listing the partners involved has been created and is available on the website [14] and on SharePoint [7]. The website and the LinkedIn channel are updated continuously.

The next step will be to identify appropriate messages to disseminate the results from the Work Packages and Innovations to the defined target groups.

Clear messages will communicate the validated intermediate and final outcomes of the project. Messages will be different depending on the target audience. The target audience is described in section 4.3. The selected dissemination tools and channels to disseminate the results are further detailed in Table 5.

COLLABAT Cluster

Another important step for maximising dissemination and exploitation within the LIBERTY project is the COLLABAT cluster that LIBERTY is part of. Acknowledging the importance of connecting parallel R&D activities funded on complementary areas, as stated by the EC, the partners in the COLLABAT cluster are aiming at proving the higher potential of synergies between the participating projects.

The COLLABAT cluster aims at clustering the accepted independent innovation projects on battery system developments, submitted under the LC-BAT-10-2020 topic; next to LIBERTY these are ALBATROSS, MARBEL and HELIOS at the time writing this deliverable. Thanks to synergies

across projects, they can jointly achieve a higher level of impact beyond stand-alone project level, contributing more strongly to the further development and adoption of batteries and EVs in the mobility sector.

Below, other topics the cluster is heading for to achieve joint dissemination are listed, see Table 4, including a website and publications to increase the overall impact and reach. The joint dissemination will benefit all participating projects in creating awareness about the project activities in the field of sustainable energy transition, their potential and the environmental benefits.

In co-organised events (as described in Table 4), the project results can be shared to a larger network increasing potential cross-fertilization and new business opportunities.

Name	Type	Frequency	Motivation for COLLABAT dissemination
Project General Assemblies / Advisory Board meetings: combine at least one day between COLLABAT projects	Internal	Annual	Coordinate technical progress Network between COLLABAT partners Disseminate toward stakeholders group
Mid-term dedicated event for COLLABAT	Internal	Once (approx. M22)	Coordinate technical progress Network between COLLABAT partners Disseminate toward stakeholders group
Final dedicated event for COLLABAT	Public	One (approx. M41)	Show final results, awareness towards EC COLLABAT partners Disseminate toward stakeholders group
Other external events	Conferences, workshops, exhibitions	-	Showcase specific COLLABAT outcomes Booth at COLLABAT level

Table 4 COLLABAT Cluster – planned activities

Publications are following the same approach as for the events, LIBERTY aims at maximising dissemination via publications, both combining efforts for joint publications in external sources (journals, magazines) as well as creating dedicated unique material at COLLABAT level (e.g. common book for electromobility roadmap, joint policy recommendations on electromobility towards the EC).

5.1.1 Dissemination activities

The table presented below provides an overview about the planned project's dissemination activities, the goal or purpose of the activity, the audience to be reached and the according frequency. This sets a basis for verifying whether the project dissemination objectives have been met.

Main objectives of dissemination activities within LIBERTY are:

- **Raising awareness** of the community on LIBERTY activities, results / deliverables and on LIBERTY partners;
- **Inform and educate** the community on the topical area of Battery Management/Development and Recycling;
- **Engage** the community to get input / feedback;
- **Promotion and selling** of outputs and results to the community.

Based on the audiences, stakeholders, multipliers and general dissemination methods the following general LIBERTY dissemination plan has been set up:

#	Dissemination activity	Purpose/goal	Stakeholder / Audience	Planned frequency/KPI
1	Public LIBERTY Website	Provide general information and project updates / results: <ul style="list-style-type: none"> • Raising awareness • Inform and educate • Engage • Promotion and selling 	All audiences	Continuous, regular updates ≥ 8 updates/year ≥ 1000 views/year
2	Press release	<ul style="list-style-type: none"> • Inform and educate • Promotion and selling • Raising awareness 	All audiences	In particular at the start and the end of the project, as well as covering special events
3	Implement Social Media channel (LinkedIn)	General information (highlights, results, achievements): <ul style="list-style-type: none"> • Engage • Inform and educate • Raising awareness 	<ul style="list-style-type: none"> • Scientific Community • Industry • Media • General Public 	Continuously
4	Prepare dissemination material for use in: General LIBERTY presentation, leaflet, flyer, brochures, poster	General information: <ul style="list-style-type: none"> • Raising awareness • Inform and educate • Engage • Promotion and selling 	All audiences	Basic set before M8; continuous update when necessary

#	Dissemination activity	Purpose/goal	Stakeholder / Audience	Planned frequency/KPI
5	Creates key messages for each target groups	Defining and relaying the benefits and vision of the project– linked to the new innovations and results developed in LIBERTY: <ul style="list-style-type: none"> • Raising awareness • Inform and educate • Engage <ul style="list-style-type: none"> • Promotion and selling 	All audiences	Until M8
6	Organization of General Assembly (GA) and Advisory Board (AB)	Knowledge exchange: <ul style="list-style-type: none"> • Inform and educate • Engage 	<ul style="list-style-type: none"> • Advisory Board • COLLABAT cluster • Consortium members 	≥ 2 (physical) meetings/year
7	Workshops with Advisory Board	Knowledge exchange: <ul style="list-style-type: none"> • Inform and educate • Engage 	<ul style="list-style-type: none"> • Advisory Board • COLLABAT cluster • Consortium members 	≥ 1 (physical) meetings/year
8	Organization of workshops	Knowledge exchange: <ul style="list-style-type: none"> • Inform and educate • Engage 	<ul style="list-style-type: none"> • Scientific community • Consortium members • Transport and energy storage sectors 	≥ 1 public workshop/year

#	Dissemination activity	Purpose/goal	Stakeholder / Audience	Planned frequency/KPI
9	Online publishing (online magazines, newspapers, newsletters, blogs)	General information: <ul style="list-style-type: none"> • Raising awareness • Inform and educate • Engage 	<ul style="list-style-type: none"> • General public • Spread within the networks of the participants 	≥ 7 newsletters (half-year)
10	Disseminate results in appropriate conferences, exhibitions, trade fairs and other events. Presentations at events by EC, national governments or other stakeholders: SAE World Congress European Transport Arena (TRA) EBA-250 events Aachen Colloquium JSAE Congress IEEE Vehicular Power and Propulsion 2020 (VPPC) Electric Vehicle Symposium (EVS)	Knowledge exchange: <ul style="list-style-type: none"> • Raising awareness • Inform and educate • Engage • Promotion and selling 	Transport and energy storage sectors	> 15 events

#	Dissemination activity	Purpose/goal	Stakeholder / Audience	Planned frequency/KPI
11	<p>All partners of LIBERTY will disseminate results on their own via brochures, their own homepages, brochures, new research projects, new customer projects and conferences.</p> <p>LIBERTY will be presented at the network events of CLEPA.</p> <p>The yearly EUCAR conference and EARPA receptions.</p>	<p>Transferring results as base for further developments, studies, new research projects, and base for new regulations:</p> <ul style="list-style-type: none"> • Raising awareness • Inform and educate • Engage • Promotion and selling 	<p>Customers, research audience, cities, EC, standardization bodies, regulation authorities</p>	<p>Continuously</p>
12	<p>Open-Access publications in scientific journals and conference proceedings</p>	<p>Research:</p> <ul style="list-style-type: none"> • Raising awareness • Inform and educate 	<p>Scientific community</p>	<p>> 5-10</p>
13	<p>Clustering and liaising with other relevant RDI projects and other initiatives at European and international context (COLLABAT-cluster projects).</p> <p>Organisation of possible joint event(s) and Advisory Board workshops.</p> <p>Joint cluster publications and events.</p>	<ul style="list-style-type: none"> • Raising awareness • Inform and educate 	<ul style="list-style-type: none"> • COLLABAT Cluster • Consortium memberships • Other projects • Project consortium 	<p>See Table 4</p>
14	<p>Involve and establish networks to disseminate public project findings and exchange knowledge with other research entities.</p>	<p>Knowledge transfer:</p> <ul style="list-style-type: none"> • Raising awareness • Inform and educate • Engage 	<ul style="list-style-type: none"> • Advisory Board • COLLABAT cluster • Consortium members 	<p>Continuously</p>

#	Dissemination activity	Purpose/goal	Stakeholder / Audience	Planned frequency/KPI
15	Academic dissemination and exploitation (supporting PhD or Master theses work, giving lectures from results)	Teaching, support of master and PhD theses: <ul style="list-style-type: none"> • Inform and educate 	<ul style="list-style-type: none"> • Scientific Community • Students and PHD of universities 	tbc
16	Provision of public deliverables and LIBERTY presentation material	Knowledge exchange: <ul style="list-style-type: none"> • Raising awareness • Inform and educate • Engage • Promotion and selling 	All audiences	When accepted by EC, see Grant Agreement [10]
17	Final event It is the intention to combine this event with the final events of the COLLABAT-cluster projects.	Knowledge exchange; Presenting project results: <ul style="list-style-type: none"> • Engage • Inform and educate • Promotion and selling • Raising awareness 	All	At the end of the project

Table 5 LIBERTY Dissemination Plan

6 RESULTS AND DISCUSSION

The dissemination plan establishes the rules and guidelines on how the project will share its outcomes with the target groups and the according networks, policy makers, relevant institutions, organisations and stakeholders, and how it will contribute to the overall dissemination strategy.

The LIBERTY consortium puts considerable resources into planning, setting up, executing, supporting and reporting dissemination of project results. The coherent plan for dissemination, aims to address a full range of stakeholders and multipliers.

The document at hand presents a solid basis for dissemination activities that has been set in the beginning of the project. This deliverable gives an overview of activities dedicated to information, engagement, awareness and promotion of the project.

With the existing set up of a database and the definition of all the relevant processes for management of the dissemination activities, a sound basis for the implementation and further measures has been set already in the beginning of the LIBERTY project. The lists and databases used guarantee an optimal transfer of knowledge and information between all the project partners. All the processes also consider the requirements for documentation already in the beginning of the project – a fact that will save time and energy in later phases of the project also regarding data needed for the official reporting to EC.

Planned activities have started and will be maintained throughout the project. The described activities focusing on LIBERTY results clearly will support both overall EC (European Commission) goals, incl. modularity, reusability, cost reduction etc., as well as overall LIBERTY goals, aiming at comprehensively delivering LIBERTY results to the market.

As mentioned, all partners have committed to contributing to dissemination activities. To encourage all partners to think in more detail and strategically about these topics it is made to a fixed point at the upcoming consortium meetings. Workshops on dissemination (and also exploitation) where partners can reflect their own input will take place. Questions to be discussed within the consortium will be: What are appropriate dissemination (and exploitation) activities and how can we scale them up? Main focus will be to discuss and analyse their approaches and to develop more mature and in-depth approaches to all aspects related to dissemination (and exploitation). Results from these workshops will be validated and discussed in the monthly Work Package Leader Board. This will then be used as a check point to see if the objectives were met. If required, corrective actions will be suggested and discussed.

At the time writing this deliverable all processes are up and running and the next steps are already planned as described in section 8.

7 CRITICAL RISKS

ID	WP/Task	Risk item	Probability ¹	Severity ²	Effect	Counter measures	Risk owner
1	WP8	Less than expected dissemination and exploitation activities	Minor	Remote probable	Objectives can not be reached	Partners will be engaged and pushed to make the results known both internally (within their companies) and externally (to the broad public).	VIF All partners are involved in dissemination activities
2	WP8	COVID-19 restrictions	High up to end of 2021; then minimal (foreseen)	Probable	Less than expected dissemination and exploitation activities	Try to attend virtual events	VIF All partners are involved in dissemination activities

Table 6 Risks for dissemination activities

¹ Severity / Contribution to the failure of the project: Negligible, minor, serious, critical, catastrophic

² Probability of occurrence: improbable, remote probable, medium, probable, definite

8 CONCLUSIONS AND NEXT STEPS

In this document, a basic roadmap was given for activities planned in WP8. At the time of writing (month 6), first steps can be reported as finished:

- Processes are up and running;
- Project internal SharePoint created [2]
- Project Website online and continuously updated [12]
- Dissemination Plan created (this document);
- Presentation and Dissemination Material created and available on SharePoint [7] and the Website [14]
- Regular meetings / reports of WP8 integrated in Work Package Leader Board meetings;
- First dissemination activities are done and planned and documented on SharePoint [3]
- Press release published and re-used from several partners to spread in their own networks [15]
- Social Media – LinkedIn channel implemented [13]
- Organization of General Assembly (GA) and Advisory Board (AB) planned;
- Clustering activities started.

Planned activities have started and will be maintained throughout the project. If required, corrective actions will be suggested and discussed in the Work Package Leader Board. In the timeslot for dissemination activities, among other things, it is discussed if the objectives regarding dissemination and communication are reached.

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 project;
- Create a poster/leaflet for presenting LIBERTY at events;
- Create icons for each LIBERTY innovation;
- Create a project video;
- Create an elevator pitch.

These activities are already planned, but of course several more will happen even if not specifically planned yet.

9 REFERENCES

- [1] LIBERTY Deliverable D8.1 Project Handbook, v2.0, 2021-03-29
- [2] LIBERTY SharePoint: <https://v2c2.sharepoint.com/sites/liberty-site> (last accessed: June 2021)
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- [4] LIBERTY List of Publications: <https://v2c2.sharepoint.com/sites/liberty-site/Lists/PUBLICATIONS/AllItems.aspx>
- [5] LIBERTY List of patents: <https://v2c2.sharepoint.com/sites/liberty-site/Lists/PATENTS/AllItems.aspx>
- [6] LIBERTY Exploitable Foreground: <https://v2c2.sharepoint.com/sites/liberty-site/Lists/EXPLOITABLE%20FOREGROUND/AllItems.aspx>
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- [8] LIBERTY Deliverable D8.1 Description of dissemination tools, v1.0, 2021-06-20
- [9] Consortium Agreement LIBERTY - Lightweight Battery System For Extended Improved Safety, H2020-LC-BAT-2019-2020_963522, v10 FINAL, 2021-03-18
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- [12] LIBERTY Website: www.libertyproject.eu (last accessed: June 2021)
- [13] LIBERTY LinkedIn channel: https://www.linkedin.com/feed/?trk=guest_homepage-basic_nav-header-signin (last accessed: June 2021)
- [14] LIBERTY dissemination material on website: <https://www.libertyproject.eu/index.php/results-media/> (last accessed: June 2021)
- [15] LIBERTY Press Release: <https://www.libertyproject.eu/index.php/2021/03/24/press-release-out-now/> (last accessed: June 2021)

A. ABBREVIATIONS AND DEFINITIONS

Term	Definition
AB	Advisory Board
BEVs	Battery Electric Vehicles
BMS	Battery Management System
EC	European Commission
EV	Electric Vehicle
GA	General Assembly
GHG	Green-House Gas
WP	Work Package
WPLB	Work Package Leader Board