

Batteries + Europe

BATTERIES EUROPE SECRETARIAT

D6.3 - “Batteries Europe Video”

Work Package 6 – Communication, Dissemination and Exploitation

Task 6.1 – Communication Activities

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ABBREVIATIONS AND ACRONYMS

KPIs	Key performance indicators
R&I	Research and Innovation
SRIA	Strategic Research & Innovation Agenda
WP	Work Package



CONTENTS

ABBREVIATIONS AND ACRONYMS 4

EXECUTIVE SUMMARY..... 6

1 Introduction..... 7

2 Objectives..... 8

3 Production 9

4 Dissemination 10

CONCLUSION 11



EXECUTIVE SUMMARY

Batteries Europe aims to be the one-stop shop for the European battery research and innovation ecosystem, engaging the entirety of the battery value chain. It is an international and inclusive Platform that aims to involve a diverse range of battery experts, representing all EU States, giving equal space to all in this collaborative initiative.

This deliverable is part of the Work Package (WP) 6 “Communication, Dissemination and Exploitation”. This deliverable describes the objective, production, and delivery of the Batteries Europe project video, aiming to raise interest and awareness among all relevant stakeholders, by creating visibility about Batteries Europe and expected outcomes for the coming years.



1 Introduction

Disseminating the activities of projects through videos has become an effective means of reaching a large audience. The dissemination actions aim to reach a broad audience, including experts, policymakers, the European industry, technology providers, the scientific community, and last but not least, the general public.

The production of a video is an integral part of the communication and dissemination activities in the framework of Batteries Europe. This effort will support the effort to communicate the project results in a clear and entertaining way to a wider audience.

This video will be created with the aim to present the project’s objectives and its outcomes in a catchy, short and highly effective way. The Batteries Europe video is expected to be released in January 2023 (M9) and will be available on the Batterie Europe website: www.batterieseurope.eu.

The video was planned to be produced at the M6 of the project. However, after further consideration, the Batteries Europe Secretariat has agreed to postpone the production to M9 to disseminate a clear message on the vision, objectives of Batteries Europe and to make use of the results reached by the project until the end of the year (SRIA and KPIs). This decision has been agreed upon by the Project officer

2 Objectives

The video will be produced with three distinct objectives and motivations in mind:

- **Documentation:** This video aids the documentation of the project by presenting an overview of the objectives, motivations, and activities of the project, as well as the outcomes of the project. As well as the written deliverables, articles and other outputs, the video is essential to support Batteries Europe’s results, providing perspectives from different stakeholders on the opportunities within the project.
- **Dissemination:** Secondly, the project supports the dissemination activities. Relevant stakeholders of the project, such as the battery R&I community, can gain a broader awareness of the project with the help of the video. The video provides a brief introduction and an overview of the various aspects of the project. Throughout the video, the project itself, the activities, and the broader context, as well as cooperation with the EU battery community, are all highlighted.
- **Public Awareness:** Finally, the project video aims to spread awareness of the project, the approach and the results to a wide audience. Finally, the general public will be made aware about the results, new sustainable technologies and their role in energy storage.

The video will have a narrative structure that will integrate the core messages:

- Mission and Vision of Batteries Europe with the aim of consolidating battery R&I community;
- Overview of the structure of Batteries Europe, including the Integrated Working Groups, and the Task Forces, promoting itself as the European "one-stop shop" on Battery R&I information, including information on national programmes, events;
- Its collaboration with other battery-related initiatives.

3 Production

CLERENS will coordinate the effort of the Secretariat to produce this communication tool. Indeed, a video is an effective tool in order to increase visibility, share information and engage its audience.

The script will be prepared by CLERENS and shared with the Secretariat for feedback. Following the inputs, the storyboard will be created accordingly. Thanks to the inputs from the coordinator and other partners, the video will be outsourced to an external provider.

The video will last about 180 seconds. The message is conveyed in snippets that are easy to digest and will capture the audience’s attention long enough to deliver the main message of the video. Motion graphics, which translates as animation, has been chosen as the video type. This choice works best in order to convey a complex topic in a simplified manner while engaging with the audience.

The video follows the script in form of storytelling and will incorporate the Batteries Europe visual identity, including the logo and its colours, making the project instantly recognisable.

The video will have English subtitles, which will make the content more accessible to a larger audience. The subtitles will help viewers to retain and remember facts from the video, and even incorporate these concepts into their vocabulary as well.

Each stage of the production, including the storyboard, the style, the animation, the music, the sound effects and the voiceover, will be overseen by CLERENS with the inputs and feedback of the Batteries Europe Secretariat.

The final version will be rendered in high quality for publication in January 2023.

4 Dissemination

The Batteries Europe video is expected to be released in January 2023 (M9) and will be available on the Batterie Europe website: www.batterieseurope.eu.

The video is meant to be projected in multiple ways at events, workshops, conferences, policy conferences. Through social media its effectiveness to engage audiences and its promotion strategy will be documented in future communication reports.

The video, footage and other materials, as with other project materials, will be licensed in accordance with the grant agreement. Partners can share and distribute the video through their own channels and embed the video on their website. The logos of the partners and the European Commission as well as the acknowledgements will also be included in the video.

CONCLUSION

Communication and Dissemination activities will aim at raising the interest of the European battery value chain and policymakers active in the R&I field and in the development of a competitive and sustainable battery value chain in Europe.

The Batteries Europe video will act as an additional tool to communicate and disseminate the scope and vision of the platform to the relevant stakeholders. Through the video, the main facts and figures in the framework of Batteries Europe will be promoted within the battery R&I battery community. This video will also include expected outcomes illustrated in the technical documents from the different bodies of Batteries Europe, including the Strategic Research & Innovation Agenda (SRIA), the platform’s roadmaps, and the Target Key performance indicators (KPIs).

The video will spread a strong message about the platform in a clear manner in order to reach the targeted audience, including the EU Battery research and industry, EU policymakers and public bodies; the large community of energy industry and Energy Storage technologies providers; the media and the general public.