

# Batteries + Europe

## BATTERIES EUROPE SECRETARIAT

### **D6.4 - “Communication and dissemination report Year 1”**

Work Package 6 – Communication, Dissemination and Exploitation

Task 6.1 – Communication activities

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## ABBREVIATIONS AND ACRONYMS

CSA	Coordination and Support Action
EC	European Commission
EU	European Union
IPRs	International Property Rights
GA	Grant Agreement
GDPR	General Data Protection Regulation
R&I	Research and Innovation
WG(s)	Working Group(s)
WP(s)	Work Package(s)

## CONTENTS

INFORMATION.....	2
ACKNOWLEDGEMENT .....	3
ABBREVIATIONS AND ACRONYMS .....	4
EXECUTIVE SUMMARY.....	8
1 Goals, Objectives and Audience .....	9
1.1 Communication and Dissemination Long-Term Goals.....	9
1.2 Communication and Dissemination Objectives .....	9
1.3 Communication and Dissemination Strategy.....	9
1.4 Targeted Audience and Communication Channels .....	9
1.4.1 EU Battery Research and Industry.....	10
1.4.2 EU Policy Makers and Public Bodies.....	10
1.4.3 General Public and media .....	10
2 Communication Activities and Tools.....	13
2.1 Visual Identity.....	13
2.1.1 List of Communication and Dissemination Materials .....	13
2.1.2 Use of EU Logo.....	14
2.2 Website and digital marketing .....	14
2.2.1 Website .....	14
2.2.2 Batteries Europe on social media.....	16
2.2.3 Analysis of social media data.....	18
2.2.4 Newsletter .....	18
2.3 Leaflets, poster, business cards and roll-up .....	19
2.4 Promotional video .....	22
2.5 Batteries Europe related events.....	22
2.5.1 Batteries Europe Plenary Session.....	22
2.5.2 Stakeholder Engagement .....	23
2.5.3 External events.....	24
3 Internal Coordination, Communication, and Procedures .....	27
3.1 Content production and delivery .....	27
3.2 Dissemination procedures.....	27



3.2.1	Tracking and reporting of dissemination activities .....	28
3.3	Open Access .....	28
4	Performance Assessment .....	29
4.1	Evaluation and Key Performance Indicators .....	29
4.2	Deliverables .....	30
4.3	Key positions and communications teams .....	30
4.4	Roles and responsibilities of partners .....	30
CONCLUSION .....		31
ANNEXES .....		32



## LIST OF FIGURES

Figure 1: Finalised logo of Batteries Europe.....	13
Figure 2 EU emblem with text.....	14
Figure 3: Image captured from the Batteries Europe Website’s homepage .....	15
Figure 4: Performance from Google Analytics to showcase website user activities .....	15
Figure 5: Performance from Google Analytics to showcase website user activities .....	16
Figure 6: An example of a Batteries Europe Tweet.....	17
Figure 7: An example of a Batteries Europe LinkedIn post .....	17
Figure 8: Twitter Activity Dashboard.....	18
Figure 9: Batteries Europe post impressions on LinkedIn in the past 90 days.....	18
Figure 10: Batteries Europe Leaflet.....	20
Figure 11: Batteries Europe at the Transport Research Arena 2022 .....	26
Figure 12: Batteries Europe at the SET Plan 2022.....	26
Figure 13: Batteries Europe Newsletter - Issue 01 (April 2023).....	32

## LIST OF TABLES

Table 1: Targeted audience and communication channels .....	11
Table 2: Similar projects with which Batteries Europe has identified and could partner with the organisation of events.....	12
Table 3: Similar initiatives which Batteries Europe has identified and could partner with the organisation of events.....	12
Table 4: Number of followers on Batteries Europe social media platforms .....	18
Table 5: Mass-mailing and newsletter performance.....	19
Table 6: Public and private events (including online) where Batteries Europe has been involved or presented by Consortium partners .....	25
Table 7: C&D deliverables with BEST project .....	30
Table 8: Communications team within BEST project .....	30

## EXECUTIVE SUMMARY

The deliverable 6.4 “Communication and dissemination report Year 1” provides an assessment of the communication and dissemination activities carried out within WP6 - Communication, Dissemination and Exploitation. This deliverable is directly linked to D6.1 “Plan for Communication, dissemination and exploitation of results” submitted in M3 (July 2022).

At this phase of the project, CLERENS as WP6 Leader and the partners of the Batteries Europe project, have been actively involved in the communication activities to ensure the proper communication and dissemination of the project’s content and results, via the strategies elaborated in D6.1.





## 1 Goals, Objectives and Audience

### 1.1 Communication and Dissemination Long-Term Goals

Communication and Dissemination activities are focused on creating interest in the European battery value chain and policy makers active in the Research and Innovation (R&I) field in the development of a competitive and sustainable battery value chain in Europe.

Additionally, it aims to promote the project's outcomes and engage stakeholders in the use of recommendations and data produced by Batteries Europe. This step focuses on the promotion and dissemination of the project results, which will make sure that the encompassing outlook of Batteries Europe is taken into consideration by funding authorities and public bodies.

### 1.2 Communication and Dissemination Objectives

The following objectives have been identified within the long-term goal of the Communication and Dissemination activities of Batteries Europe:

1. Gaining visibility and raising awareness about the Platform throughout the EU and expected outcomes
2. Disseminating the initiative's outcomes to wider and broader new audiences with accessible content, transmitting the importance of the Platform for the European battery research ecosystem guarantying innovation and competitiveness and reaching the EU's decarbonisation goals;
3. Establishing a link and coordination with related initiatives of the EU Battery Ecosystem.

### 1.3 Communication and Dissemination Strategy

The Communication and Dissemination strategy complies with the EC graphical guidelines and is rooted in the best practices tested by CLERENS for the successful dissemination of the project results.

BEST's overall Dissemination strategy is aimed at mapping the targeted stakeholders (**whom** to disseminate to) based on their relevant needs. This will support the dissemination activities to spread a more tailored and concise message (**what** to disseminate). Therefore, it is also important to select the most suitable dissemination tools (**how** to disseminate) and to organise an appropriate timeline (**when** to disseminate) These methods will lead to a successful and efficient diffusion of the results gained throughout the project.

Focusing on reaching a wider audience beyond the main stakeholders of the project, the Communication and Dissemination Plan will frame the liaison and networking activities with other EU-funded and national projects, initiatives and networks that will reinforce the dissemination range and impact.

### 1.4 Targeted Audience and Communication Channels

A list of audiences and targets, constructed based on a preliminary analysis conducted during the proposal phase, has been elaborated on.

It is a key step in the communication and dissemination process to recognise groups of stakeholders, and to design the most specific courses of action to engage these actors. As there is a myriad of stakeholders, tailor-made strategies are necessary. Distinguishing and customising the message is

essential in accomplishing sound communication. The differentiation strategies will alter as the project progresses and it is to be expected that the tactics will be finetuned and improved upon.

CLERENS, with the support of the Batteries Europe Secretariat (BEST), has established a list of potential target audiences. Further research could still be useful to understand each of their relevance to the project and the perspective they offer as well as to understand their relationship to the concerns and with each other.

An initial investigation has identified three relevant groups of the targeted audience. This framework can be reassessed throughout the project.

#### 1.4.1 EU Battery Research and Industry

Batteries Europe consists of the entire battery value chain and consists of a broad variety of actors from both research and industry. The community will find value in the strategic vision and the technological results that the Platform will provide.

#### 1.4.2 EU Policy Makers and Public Bodies

Reaching policymakers and public bodies is important for the successful dissemination of the results. EC and EP, regional and local authorities, and funding bodies will be a target audience of the project to influence the future of the EU battery value chain.

#### 1.4.3 General Public and media

Public acceptance is vital for the development of a sustainable and competitive European battery value chain. Therefore, the project's proper dissemination is needed to reach citizen organisations and the public.

Target Groups	Communication Channels/Tools	Goals
<b>Policymakers and Public Bodies:</b> DG ENER, ERTRAC, ITRE committee, Joint Research Centre, European not-for-profit advocacy or industry representation associations, etc.	-Final Conference, National/International conferences -International scientific/technical publications -Liaison with relevant EU communities -Website, social media	- Ensuring consistency among EU Member States, aligning regional and national political plans with EU priorities, pointing out policy barriers - Providing the scientific evidence for the development of new standards and supporting policy makers in establishing new regulations at European, national and regional level and in contributing to R&D funding programs
<b>European Battery Research and Industry:</b> European Battery Alliance; Battery 2030+, BEPA Batteries Partnership, LiPlanet , IPCEI and EBA250	-International scientific/technical publications -Workshops, seminars, presentations at conferences, symposia -Education and training sessions	-Mobilise the sector's interest -Foster cooperation -Improve knowledge and know-how -Raise awareness -Provide synergies -Disseminate project results

	-Collaboration with relevant projects	
<b>General public</b>	<ul style="list-style-type: none"> <li>- Website, social media</li> <li>- Events organised and/or participated by the project members</li> <li>- Dissemination material</li> <li>- Promotional video</li> <li>- Press releases and Articles</li> </ul>	<ul style="list-style-type: none"> <li>- Public acceptance</li> <li>- Raise awareness of battery technology</li> <li>- Raise awareness of sustainability and responsible recycling</li> <li>- Raise awareness of role of public funding</li> </ul>

Table 1: Targeted audience and communication channels

The following table presents projects and initiatives with whom the BEST project is partnering for different types of collaborations and initiatives (a non-exhaustive list).

Project Acronym	Project Title	Grant agreement	Duration	Topic	Connection with Batteries Europe
<b>Battery2030PLUS</b> ( <a href="https://cordis.europa.eu/project/id/957213">https://cordis.europa.eu/project/id/957213</a> )	BATTERY 2030+ large-scale research initiative: At the heart of a connected green society BATTERY 2030+ large-scale research initiative: At the heart of a connected green society	957213	1 Sept 2020  31 Aug 2023	LC-BAT-15-2020 - Coordinate and support the large-scale research initiative on Future Battery Technologies	aims to work on the batteries of the future leveraging the development of breakthrough technologies
<b>StoRIES</b> ( <a href="https://cordis.europa.eu/project/id/101036910">https://cordis.europa.eu/project/id/101036910</a> )	Storage Research Infrastructure Eco-System	101036910	1 Nov 2021  31 Oct 2025	LC-GD-9-1-2020 - European Research Infrastructures capacities and services to address European Green Deal challenges	promotes an EU ecosystem of industry and research organisations to develop innovative concepts and competitive and less costly energy storage technologies.
<b>LiPlanet</b> ( <a href="https://cordis.europa.eu/project/id/875479">https://cordis.europa.eu/project/id/875479</a> )	European Li-ion battery production roadmap	875479	1 Jan 2020  31 March 2022	LC-BAT-7-2019 - Network of Li-ion cell pilot lines	Has the ambition to build a more competitive Lithium battery cell manufacturing ecosystem and increase the production of Lithium cells towards an industrial scale
<b>CIRCPASS</b>	Collaborative Initiative for a Standards-based Digital Product Passport for Stakeholder-Specific Sharing of Product Data for a Circular Economy	Signature underway	1 Sept 2022  28 Feb 2024	DIGITAL-2021-TRUST-01-DIGIPASS	CIRCPASS deliverables will enable the relevant stakeholders to meet existing requirements on the data to be exchanged, battery identification (2023), and Digital

					Product Passport for >2kWh EV batteries (2026). Collaboration with BE is essential.
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Table 2: Similar projects with which Batteries Europe has identified and could partner with the organisation of events

Initiative	Connection with Batteries Europe
<b>European Battery Alliance (EBA250)</b>	A project-driven community which bring together more than 600 industrial and innovation actors, from mining to recycling, with the common objective to build a strong and competitive European battery industry
<b>Battery European Partnership Association (BEPA)</b>	Gathers more than 140 stakeholders of the European battery community who strive towards a competitive European industrial battery value chain for stationary applications and e-mobility
<b>Battery IPCEIs</b>	Support research and innovation in the common European priority area of batteries
<b>Global Battery Alliance</b>	Brings together leading businesses along the entire battery value chain with governments, international organizations, NGOs and academics to actively shape a battery value chain that powers sustainable development.

Table 3: Similar initiatives which Batteries Europe has identified and could partner with the organisation of events

So far, Batteries Europe partners have been able to partner with the aforementioned projects, including Battery 2030+, and StoRIES projects. These collaborations provided the opportunity to hold common policy sessions (EUSEW) or exchange relevant information (StoRIES project). Lastly, in collaboration with BEPA and Battery IPCEIs, the 2<sup>nd</sup> edition of the Battery Innovation Days was successfully organised in 2022.

## 2 Communication Activities and Tools

### 2.1 Visual Identity

A consistent public image ensures clear visibility and effortlessly allows for the public to recognise the project. The logo was updated and finalised in August (M4), which can be seen below.

Batteries Europe’s logo aims to represent the project in all communication materials and activities. The logo consists of the initiative’s name “Batteries Europe”. Secondly, the logo contains “+” and “=” symbols, representing the battery within the letter E. As part of the brand’s comprehensive visual identity, this graphic resource is displayed throughout. The colour codes of the initiative are green and blue, representing energy transition.



*Figure 1: Finalised logo of Batteries Europe*

#### 2.1.1 List of Communication and Dissemination Materials

The communication and dissemination materials where the logo and project identity are used are the following (non-exhaustive list):

- Project website
- Social media
- All documents developed within the framework of the project and in particular the documents that are submitted to the European Commission such as deliverables, agendas, minutes of meetings, etc.
- PowerPoint presentations used for communication and dissemination activities carried out by consortium partners
- Dissemination materials such as leaflets, presentation templates, brochures, roll-ups, etc.
- Physical and online events organised or participated in by the project.

The project set out a plan for its dissemination of deliverables, presentations, official documentation and other activities to maintain seamless and concise external communication. This ensures that partners will not publish overlapping or non-relevant content. In addition, an established and well-organised format allows the public to recognise the project effortlessly. The format has been developed starting from the project’s logo and the colour scheme that has been agreed upon for the project.

The following documents were prepared by CLERENS to facilitate document preparation:

- Text template (Word);
- Meeting minutes template (Word);
- Presentation template (PPT);
- Deliverable template (Word).

### 2.1.2 Use of EU Logo

As stated in Article 29.4 of the General Agreement (GA), every piece of 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. Furthermore, any dissemination of results must include the acknowledgement of EU funding through the following texts:

- For communications activities: “This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101069676.”
- For patents: "The project leading to this application has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101069676."
- For standardisation activities: “Results incorporated in this standard received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101069676”.
- For infrastructure, equipment and major results: "This [infrastructure][equipment][result] is part of a project that has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101069676."



This project has received funding  
from the European Union’s Horizon  
Europe Research and Innovation  
Programme under Grant Agreement  
No 101069676

*Figure 2 EU emblem with text*

## 2.2 Website and digital marketing

### 2.2.1 Website

The website is one of the essential tools for the project to disseminate and communicate the work and achievements of Batteries Europe.

The project’s website (<https://batterieseurope.eu>) was published on M3 (July). The website was created in WordPress CMS, which makes it responsive and compatible and engaging for users who are using different kinds of devices, browsers and screen sizes.

CLERENS oversees the design and upkeep of the Batteries Europe website with the following as its aims:



- To disseminate project results, including articles, reports and other relevant dissemination material, to the academic and industrial community.
- To attract stakeholders (energy utilities, building owners and managers, industrial manufacturers) potentially interested in building-up strategic partnerships and stimulating interaction with the consortium.

The website also includes a link to the project’s members area, which serves as a private area for partners of the project to access and download presentations, deliverables, and working materials. This private area is secured and can only be accessed with login information.

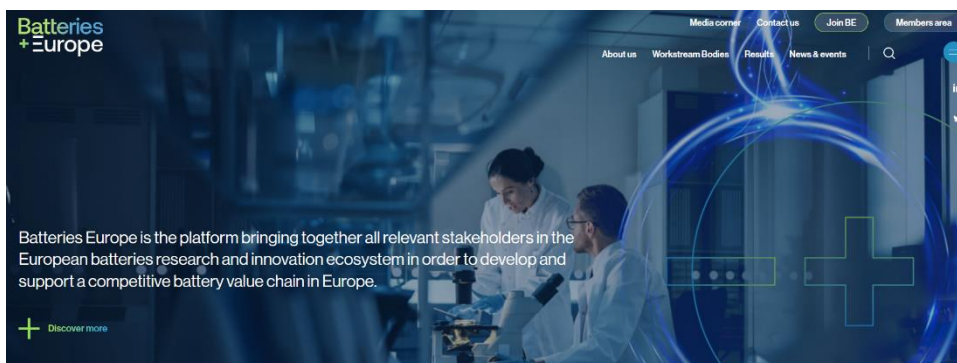


Figure 3: Image captured from the Batteries Europe Website’s homepage

The Batteries Europe website is analysed periodically using Google Analytics. The data highlights the user activity, see the figures below. The analytics make evident that the average user’s time spent on the Batteries Europe website is increasing with time and in the last month was on average 1 minute 24 seconds.

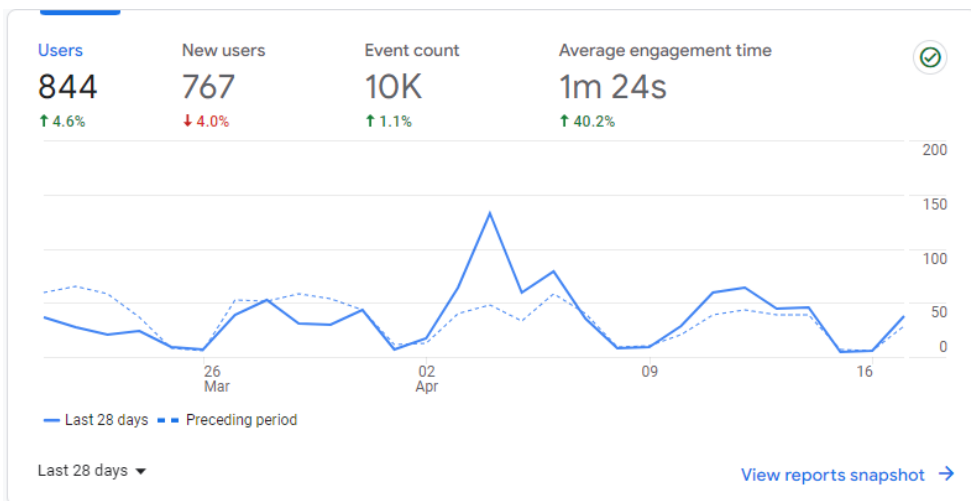


Figure 4: Performance from Google Analytics to showcase website user activities

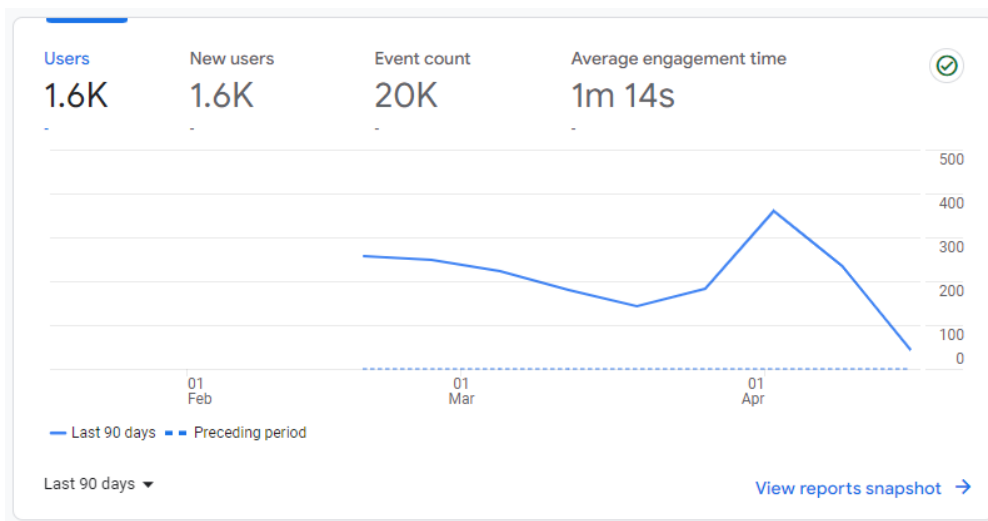


Figure 5: Performance from Google Analytics to showcase website user activities

### 2.2.2 Batteries Europe on social media

Social media is an essential part of successfully communicating the project’s results to the public. Batteries Europe is active on two social media platforms; Twitter and LinkedIn. The content shared on the two sites is adjusted according to the specific website as they have different attributes such as Twitter’s character limitation.

The Batteries Europe Twitter account @BatteriesEurope posts news and updates regarding the project, retweets original content from its partners’ accounts and retweets other relevant posts such as the EU commission’s posts or the @Energy4Europe account for its followers to see. The account uses visuals and animations alongside its core message as much as possible such as images, GIFs and preview links. The language used is enthusiastic, young and relies on the use of emojis to attract engagement as you can see in the figure below.





Figure 6: An example of a Batteries Europe Tweet

The Batteries Europe LinkedIn account communicates appropriately considering its more professional audience. The account is a company account, which has specific features and notifications. LinkedIn posts often replicate the content on Twitter in a more formal manner, with the criteria of adding professional value to the Batteries Europe followers. On LinkedIn, other users are able to repost Batteries Europe content to reach a wider audience.

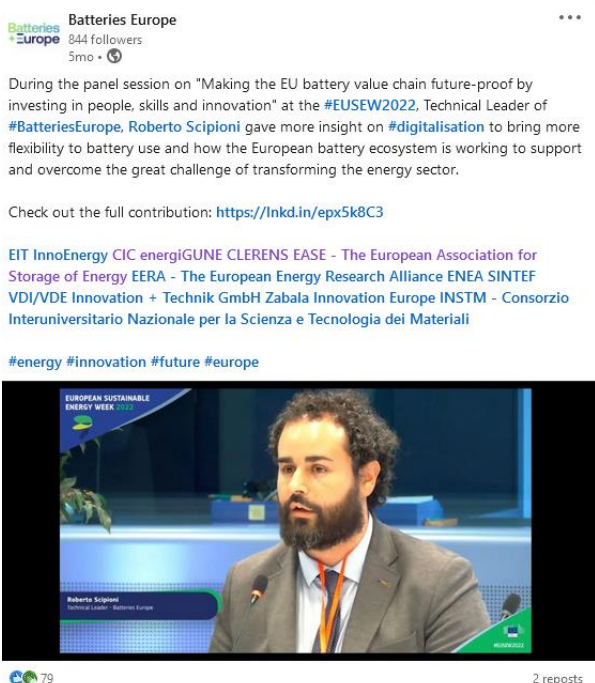


Figure 7: An example of a Batteries Europe LinkedIn post

### 2.2.3 Analysis of social media data

Twitter Analytics has been utilised to retrieve data on Batteries Europe Twitter activities, which you can see in Figure 7 below. In the last 28 days, Batteries Europe Twitter account has increased its impressions and gained new followers. Additionally, the project received 611 profile visits and 5 mentions.



Figure 8: Twitter Activity Dashboard

LinkedIn Analytics provided Batteries Europe performance, which we can see in the figure below. Indeed, in the past 90 days, the publications have recorded a number of 5484 organic impressions.

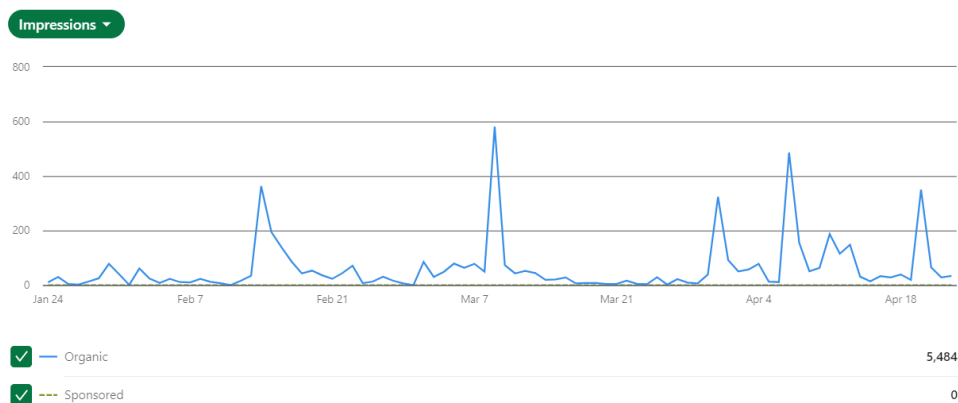


Figure 9: Batteries Europe post impressions on LinkedIn in the past 90 days

Batteries Europe Twitter and LinkedIn social media accounts have now been active for almost one year, and so far, we have seen a regular and positive increase in followers on both platforms.

Social media platform	Number of followers
LinkedIn	936
Twitter	239

Table 4: Number of followers on Batteries Europe social media platforms

### 2.2.4 Newsletter

The Batteries Europe newsletter is delivered on a quarterly basis using the Mailchimp application. The project gains its subscribers by encouraging users on social media as well as with a pop-up on the project’s website.

The e-mail newsletter that is sent to subscribers follows the same form and outlook for each of its issues. The content of the mass mailings, not just the newsletter, consists of project updates, directing viewers to the project’s website to read the short interviews that are made with the partners who have accumulated the main updates within the last months. Additionally, they provide information on future events (See Annexe A).

Shortly before sending out mass emails, the Batteries Europe social media channels will encourage users to subscribe to their mailing list. Additionally, the project has sent out other mass-mails such as the KPI report publication and a save-the date announcement.

Type	Date	Title	KPI: Opened & clicks
Mass-mailing	13.2.2023	KPIs Benchmarking & Target KPIs	193 & 69
Mass-mailing	21.3.2023	Save the date: Batteries Europe Plenary Session	250 & 163
Newsletter	4.4.2023	Batteries Europe April 2023	186 & 56

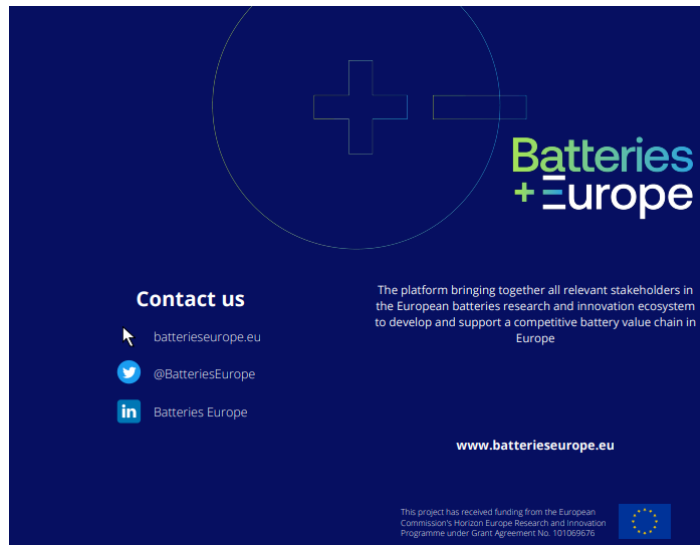
Table 5: Mass-mailing and newsletter performance

### 2.3 Leaflets, poster, business cards and roll-up

A leaflet, poster, business cards and roll-up were created that maintain the agreed upon consistent visual identity.

The promotional leaflet is meant for the more widescale non-specialist community as well as relevant stakeholders, for example, to be used for dissemination purposes. The leaflet has been distributed to consortium partners to be spread throughout their networks and channels and at public events.

A general project poster along with a roll-up was created to be used for events and exhibitions.



**About**

Batteries Europe, the European Technology & Innovation Platform on batteries, provides the community with a free and open forum to spearhead Research and Innovation actions, across the entire battery value chain, with the aim of accelerating the establishment of a globally competitive European battery industry.

In addition, Batteries Europe aims to strengthen the synergies and complementarities among EU Initiatives and EU Projects within and beyond the European battery ecosystem.

**Impact**

- Improved European competitiveness
- Creation of a competitive, circular, and sustainable economy in Europe
- Increased global competitiveness of the European battery ecosystem
- Support and training of researchers involved in the development of next-generation ES technologies
- Uptake of battery technology in both transport and energy sector
- Sustainability and emissions reduction
- Promotion of the digitalization of the battery industry
- Exploitation, reliability, and attractiveness of batteries for citizens and businesses

**Partners**

The Batteries Europe Secretariat (BEST) will facilitate and assist stakeholders in all activities of Batteries Europe and communicate the results among policymakers in an easy and understandable way.

The Secretariat, coordinated by EIT InnoEnergy, is formed by a consortium of 11 leading partners representing the entire battery value chain.

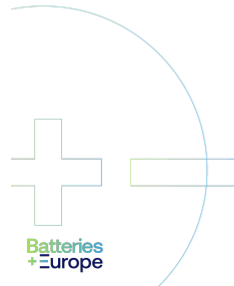


Figure 10: Batteries Europe Leaflet



Figure 10: Batteries Europe Roll-up





Figure 11: Batteries Europe Business cards

## 2.4 Promotional video

CLERENS is currently coordinating the effort of the Secretariat to produce this communication tool. Indeed, a video is an effective tool to increase visibility, share information and engage its audience. The Batteries Europe video is expected to be finalised in May 2023 (M12) and will be available on the Batterie Europe website: [www.batterieseurope.eu](http://www.batterieseurope.eu).

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

## 2.5 Batteries Europe related events

Events are an important means of dissemination for Batteries Europe, and constitute, in some cases, a part of the core work of the Platform. CLERENS has identified types of events where Batteries Europe is and will continue to be present.

### 2.5.1 Batteries Europe Plenary Session

Once a year Batteries Europe organises a Plenary Session to provide insights into the European Battery Ecosystem.

The first Batteries Europe Plenary Session took place on 21 June 2022 in Brussels and online. Over 160 stakeholders attended the event. Maroš Šefčovič, Vice-President of the European Commission, participated in the event opening the session with a keynote speech.

The second Batteries Europe Plenary Session is set to take place on 7 June 2023 in Brussels and online.

When it comes to communications and dissemination activities, the Plenary Sessions are promoted on the project’s social media and website. After the event, a press release is also published on the website, distributed to the press and promoted on social media.



Figure 12: Batteries Europe first Plenary Session, Brussels, 21 June 2022

### 2.5.2 Stakeholder Engagement

Every year Batteries Europe will co-organise the Battery Innovation Days with Battery 2030+ and the Battery European Partnership Association. The Battery Innovation Days are the opportunity to gather the 3 European Initiatives with a focus on Research and Innovation to discuss the challenges and present the success of the European battery R&I communities. Other initiatives might join the team of organisers as the 2 IPCEI for the first edition.

The second edition of the Battery Innovation Days took place on 13-14 September 2022 in Brussels and online. The two-day conference gathered industry leaders from across the globe, featuring over 250 participants onsite and 650+ online attendees. Made up of 12 sessions, more than 60 speakers have brought their experience and valuable insights.

Batteries Europe as a co-organiser benefitted from great visibility: its logo was featured in all communication materials of the event (sponsorship brochure, mass mailing, etc.). In addition, Batteries Europe had an online and an onsite stand during the event where attendees could collect information about the project.



Figure 13: Battery Innovation Days promotional banner

### 2.5.3 External events

Being a relevant platform of European battery research and innovation community, it is expected that the Batteries Europe Secretariat participates in a fair share of events linked to the scope of the project. Such participation happens on a voluntary basis or either members of the Secretariat or the Platform (especially WG Chairs and Co-Chairs) can be invited to attend or present the project.

Occasions of this kind give a great visibility to the Platform, especially outside its main work environments, and can enlarge its relevance and network around Europe and the world.

It is paramount that the visibility given to such participation is properly planned. Enough visibility must also be given to the website, its publications and upcoming events.

Event	Date	Location	Activities performed	Partners involved
SUPEERA workshop in Padova	10 May 2022	Padova (Italy)	Presentation	InnoEnergy, EERA
EERA presentation and email exchange with the University of Sofia	25 May 2022	Sofia, Bulgaria	Presentation	EERA
Batteries 2030+ annual conference	12 September 2022	Brussels and online		CIC energigUNE
European Sustainable Energy Week	26-30 September 2022	Brussels, Belgium and online	Panel Discussion	SINTEF
Energy Storage Global Conference (ESGC)	11-13 October 2022	Brussels, Belgium and online	Exhibition Booth	EASE
Batteries Event	18-21 October 2022	Lyon, France	Exhibition Booth	



EERA presentation at the University of Technology and Economics of Budapest	26 October 2022	Budapest, Hungary	Presentation	EERA
16th SET Plan Conference	9-10 November 2022	Prague, Czech Republic	Exhibition Booth	Zabala, EERA
Transport Research Arena 2022	14-17 November 2022	Lisbon Portugal		SINTEF, InnoEnergy, VDI/VDE
Enlit Europe	29 November - 1 December 2022	Frankfurt, Germany		Zabala
Oral presentation to SSH Centre consortium members	25 January 2023	Brussels and online		EERA
Connecting European battery projects – a BATTERY 2030+ & M.ERA-NET event	February 21 2023	online	BE Presentation and Discussion	InnoEnergy
Workshop on Supercapacitors and Energy Storage	19-20 April 2023	E-TECH Europe 2023 Bologna Fiera <a href="https://e-tech.show">https://e-tech.show</a>	Talk on European Battery Ecosystem	ENEA
Battery Conference	27-28 April 2023	Aachen, Germany	Conference	TBD

Table 6: Public and private events (including online) where Batteries Europe has been involved or presented by Consortium partners



Figure 11: Batteries Europe at the Transport Research Arena 2022



Figure 12: Batteries Europe at the SET Plan 2022



### 3 Internal Coordination, Communication, and Procedures

CLERENS leads the communication and dissemination activities for the consortium. However, other partners will also contribute to the outreach activities. CLERENS will handle content production, coordination and adaptation, as follows:

#### 3.1 Content production and delivery

As mentioned above, during the project, several partners will prepare communication materials. However, before being published, the material will have to be approved by CLERENS. The coordination and intervention from CLERENS will happen as follows:

##### A) For content produced by a partner

The coordination procedure is the following:

1. The partners of the consortium send their communication material to CLERENS for review.
2. CLERENS assesses whether it overlaps with other communication initiatives from the consortium and whether it complies with the strategy set out for Batteries Europe
3. If CLERENS deems the content to be appropriate, the partner will be informed to publish the materials.

The partner can then post the approved content both to the channels of Batteries Europe and its own. Each partner shall provide the other members of the consortium the same amount of exposure.

##### B) For contents produced by an external source

Any communication material conducted by actors outside the consortium may be considered and utilised. However, the partner must first:

1. Identify and categorise the external content
2. Analyse and decide whether the material contributes to the communication and dissemination objectives of Batteries Europe.

If partners identify material which may be useful for Batteries Europe to distribute, they are invited to contact CLERENS to avoid overlapping, as mentioned in point A.

##### C) Interactions with media

CLERENS takes the lead in establishing and managing relationships with media partners. However, partners can interact with media as well. CLERENS is available to assist partners with any procedure, material or advice that they might need regarding media relations.

#### 3.2 Dissemination procedures

Every dissemination activity must be approved by the consortium, as described in the Consortium Agreement and in the Grant Agreement.

### *3.2.1 Tracking and reporting of dissemination activities*

As stated by Article 29.1 of the GA, each partner must effectively disseminate its results, considering the confidentiality agreements set in the GA and CA:

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

Besides, according to article 29.1 of the GA, any Partner that intends to disseminate its results must give a notice at least 45 days in advance.

“A beneficiary that intends to disseminate its results must give notice to other beneficiaries — unless agreed otherwise — of at least 45 days, with sufficient information on the results it will disseminate.”

Any other partner of the consortium is allowed to oppose within 30 days of receiving notification, as stated by article 29.1.

“Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed.”

### **3.3 Open Access**

As stated in section 29.2 of the Grant Agreement, each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications achieved within the project. The publications should be reported on a list present on the online internal repository.

## 4 Performance Assessment

To identify the level of success the communication and dissemination activities have obtained, a set of key performance indicators have been agreed upon. Throughout the development of the Batteries Europe, the project will continually be assessed on the performance of the key performance indicators including any online press and media coverage gained.

The results of meeting these goals will be consistently discussed at Secretariat meetings.

### 4.1 Evaluation and Key Performance Indicators

The website’s performance is analysed with the data that Google Analytics provides. LinkedIn and Twitter engagement are evaluated by the monitoring of the #BatteriesEurope hashtag as well as the mentions of Batteries Europe.

Below, the identified Key Performance Indicators and their respective targets for evaluation:

TOOL	INDICATORS	TARGETS	CURRENT STATUS
Website	1. Visits 2. Material downloads	1. <5000 = poor; 5000-10,000 = good; >10,000 = excellent 2. Material downloads: <50 = poor; 50-100 = good; >100 = excellent	1. Good 2. Excellent
Newsletter	1. Number of subscriptions 2. Number of clicks on newsletter	1. <80 subscriptions = poor; 80-150 = good; >150 = excellent 2. <3 = poor; 3-4 = good; >4 = excellent	1. Excellent 2. Good
LinkedIn	1. Number of views per post where Batteries Europe is mentioned 2. Likes/reactions per post where Batteries Europe is mentioned 3. Shares per post where Batteries Europe is mentioned	1. <100 = poor; 100-300 = good; >300 = excellent 2. <6% = poor; 6-10% = good; >10% = excellent 3. <4=poor; 4-8=good; >8=excellent 4.<3=poor; 3-6=good; >6=excellent	1. Excellent 2. Excellent 3. Good
Twitter	1. Followers 2. Impression for top 3 tweets	1. <100 = poor; 100-300 = good; >300 = excellent 2. <1000=poor; 1000-1500=good; >1500=excellent	1. Good 2. Poor
Project promotional materials	Brochure/leaflet distribution	<500 copies = poor; 500-1,000 copies = good; >1,000 copies = excellent	Poor
Video	1. Views across all platform	1. <200 = poor; 200-500 = good; >500 = excellent	N/A
Scientific/technical publications	Number of papers submitted	<3 = poor, 3-5 = good, >5 = excellent	Poor

Oral/poster presentations at conferences, symposia, seminars, workshops	Number of conferences presentations	<3 = poor, 3-7 = good, >7+ = excellent	Poor
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Table 6: Key Performance indicators used for Batteries Europe Communication and Dissemination tasks

## 4.2 Deliverables

Within the Communication and Dissemination Activities expected within Batteries Europe, there are the following deliverables:

Deliverable	Month Due	Responsible	Status
Plan for Communication, dissemination and exploitation of results	M3	CLERENS	Submitted
Update of Batteries Europe Visual Identity	M3	CLERENS	Submitted
Batteries Europe video	M6	CLERENS	Submitted
Communication and dissemination report	M12, M24, M35	CLERENS	Submitted (M12)

Table 7: C&D deliverables with BEST project

## 4.3 Key positions and communications teams

### Communication Manager:

Association/organisation	Main communication responsible	Support
CLERENS	Adeola Adeoti	Fatima Ahmed Valentina Ferrara Thomas Otuszewski

Table 8: Communications team within BEST project

## 4.4 Roles and responsibilities of partners

The active involvement of all partners of the consortium was outlined in the communication strategy. CLERENS oversees the WP6 and is therefore in charge of communication activities. CLERENS ensures that effective communication within the consortium is maintained and is responsible for the dissemination of the project’s updates and results.

All consortium members are committed to promote the outcomes of the project and to encourage stakeholders to engage with the project. The partners will aid with the preparation of communication material, assist with the organisation of events, and provide information, feedback and inputs of their dissemination activities.

The expenses of the communication materials and equipment is assigned to CLERENS’ budget throughout the project. The communication materials entail the printing of materials, website and video editing and logistical organisation of the four Working Group meetings. The partners are allocated a budget to cover the costs of attending relevant events, where they promote the project or disseminate the results.

## CONCLUSION

This report presents the Dissemination and Communication performance of the Batteries Europe Secretariat project. This document is a report based on the Dissemination and Communication plan, which has identified and established the channels and activities used in order to promote Batteries Europe objectives and results. Following this report, the strategy will be re-adapted into the day-to-day communication activities in order to optimize Batteries Europe communications performance.

The implementation of this plan will continue to be monitored and reported in the following deliverables:

- D 6.4 Communication and dissemination report V2 – due M24
- D 6.4 Communication and dissemination report V3 – due M35



## ANNEXES

### Annexe A – Batteries Europe Newsletter – 1<sup>st</sup> Issue (April 2023)



Welcome to the new format of the Batteries Europe Newsletter,

With this periodic publication, we want to provide all our members and the European battery community with relevant news and information on the latest activities relevant for the sector, focusing on R&I activities and EU initiatives.

Enjoy the reading,

Alessandro Romanello  
Batteries Europe Coordinator

### Upcoming Events

**2ND PLENARY SESSION**  
7 June 2023

Save the date for the 2nd Plenary Session  
"European Battery Ecosystem: how Innovation Improves  
competitiveness and resilience of Europe"

#BatteriesEurope

Batteries Europe is organising its second Plenary Session on 7 June 2023, in a hybrid gathering that will be held in Brussels (Thon Hotel EU) and online. Make sure to save the date and register [here](#).

**BATTERY INNOVATION DAYS**

NOVEMBER 14-15 2023

BORDEAUX, FRANCE AND ONLINE

**SAVE THE DATE!**

Batteries Europe is glad to be an official co-organiser of the 3rd edition of the Battery Innovation Days in collaboration with the Batteries European Partnership Association (BEPA) and BATTERY2030+, and in partnership with the Batteries 1st and 2nd IPCEIs.

More News & Events

Figure 13: Batteries Europe Newsletter - Issue 01 (April 2023)

### EU Regulations on Batteries

- **Critical Raw Materials Act.** The Commission presented a [Critical Raw Materials Act](#) on the 16<sup>th</sup> of March, with the aim to reinforce the security of the supply of critical raw materials for the European industry. The Critical Raw Material Act is published alongside the Net-Zero Industry Act, a second legislative proposal, aiming to support cleantech manufacturing projects (including battery manufacturing projects) in Europe. Read more [here](#).
- **Agreement found on the Battery Regulation.** On the 9<sup>th</sup> of December, an agreement was found in trilogue by the European Parliament and the Council on the Battery Regulation proposal, which provides rules to ensure the sustainability of batteries placed on the European market over their entire battery life cycle (from raw materials extraction to recycling). The text of the agreement is available [here](#). This text is provisional and needs to be formally adopted by the two co-legislators before entering into force.

### News Updates

Batteries Europe publishes the Safety Key Performance Indicator "to be used as a guidance for EU R&I actions". Read more [here](#).

Batteries Europe launches its KPI benchmarking report to assess the progress on six battery research domains. Find the report [here](#).

Join Batteries Europe Working Groups and Task Forces to contribute to the strategic direction of European R&I policy on batteries. Find out more [here](#).

### Latest Publications

The [KPIs Benchmarking & Target KPIs document](#) has now been published. The document is made of two main analysis for each value chain segment (corresponding to each WG):

- The **Glossary**, which gathers the list of terms and definitions relevant for the battery value chain, going from material to final application for transport and stationary sectors. In the glossary we reached consensus among the community on the definitions that have been classified according to its relevance for each WG domain;
- The **KPIs value identification**. Each WG has identified which are the most relevant KPIs on its domain for the industry and for the research community giving the appropriate values, starting from defining the State of the Art (2023) to 2027, 2030, 2035 and 2050.

Each radar charts shows the trendy parameters to tackle, where researchers needs to dig to answer to industry needs.