

Batteries + Europe

BATTERIES EUROPE SECRETARIAT

D6.5 - “Communication and dissemination report Year 2”

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)



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EXECUTIVE SUMMARY

The deliverable 6.5 “Communication and dissemination report Year 2” provides an assessment of the communication and dissemination activities carried out within WP6 - Communication, Dissemination and Exploitation with a specific focus on the activities which took place between M12 and M24. This deliverable is directly linked to D6.1 “Plan for Communication, dissemination and exploitation of results” submitted in M3 (July 2022) and D6.4 “Communication and Dissemination Report, Year 2” (2023) submitted in M12. 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.

Batteries Europe's communication and dissemination report includes a range of communication tools and activities, as well as long-term goals, specific objectives, and targeted audiences. It seeks to effectively engage the following three main audiences: the general public and media, EU policymakers and public bodies, and the EU battery research and industry. In order to accomplish this, a variety of techniques are used which will be presented in the following deliverable, such as creating a unified visual brand, using digital platforms like social media and websites, analysing social media data to improve strategies, sending out newsletters, and making promotional materials like business cards, roll-ups, and leaflets that were presented at external events. A promotional film was also produced, and events pertaining to Batteries Europe were organised, including webinars, plenary talks, stakeholder interactions, and attendance at outside events. This deliverable will go in depth for each of the elements mentioned in this summary. Batteries Europe uses key performance indicators (KPIs) and evaluation procedures to measure the effectiveness of its communication and dissemination strategies in terms of performance assessment. These assessment techniques aid in determining whether goals have been met and offer guidance for ongoing development.



1 Goals, Objectives and Audience

1.1 Communication and Dissemination Long-Term Goals

In order to build a competitive and sustainable battery value chain in Europe, communication and dissemination efforts are aimed at piquing the interest of policy makers involved in research and innovation (R&I) as well as the European battery value chain.

It also seeks to engage stakeholders in the use of Batteries Europe's recommendations and data, as well as to promote the project's outcomes. In order to ensure that funding authorities and public bodies take Batteries Europe's comprehensive outlook into account, this step focuses on promoting and disseminating the project results.

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 is based on the best practices that CLERENS has tested for the effective dissemination of project results and conforms with the EC graphical guidelines.

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.



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An expanded list of target audiences and audiences has been developed, derived from an initial analysis carried out in the proposal phase.

Identifying stakeholder groups and creating the most targeted communication and dissemination strategies for them are critical steps in the process. Because there are so many parties involved, customised approaches are required. Achieving effective communication requires differentiating and tailoring the message. As the project develops, the differentiation strategies will change, and it is normal for the tactics to be refined and enhanced.

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 provides.

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
Policymakers and Public Bodies: 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



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European Battery Research and Industry: European Battery Alliance; Battery 2030+, BEPA Batteries Partnership, LiPlanet, IPCEI and EBA250	<ul style="list-style-type: none"> -International scientific/technical publications -Workshops, seminars, presentations at conferences, symposia -Education and training sessions -Collaboration with relevant projects 	<ul style="list-style-type: none"> -Mobilise the sector’s interest -Foster cooperation -Improve knowledge and know-how -Raise awareness -Provide synergies -Disseminate project results
General public	<ul style="list-style-type: none"> - Website, social media -Events organised and/or participated by the project members -Dissemination material - Promotional video - Press releases and Articles 	<ul style="list-style-type: none"> - Public acceptance - Raise awareness of battery technology - Raise awareness of sustainability and responsible recycling - Raise awareness of role of public funding

Table 1: Targeted audience and communication channels

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

Project Acronym	Project Title	Grant agreement	Duration	Topic	Connection with Batteries Europe
Battery2030PLUS https://cordis.europa.eu/project/id/957213	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
StoRIES https://cordis.europa.eu/project/id/101036910	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.
LiPlanet https://cordis.europa.eu/project/id/875479	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

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CIRCPASS	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
European Battery Alliance (EBA250)	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
Battery European Partnership Association (BEPA)	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
Battery IPCEIs	Support research and innovation in the common European priority area of batteries
Global Battery Alliance	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

Currently, partnerships within Batteries Europe have been able to work together through projects such as Battery 2030+ and StoRIES. These collaborations allowed for the sharing of relevant data (StoRIES project) and the holding of joint policy meetings (EUSEW). Ultimately, in 2023, the Battery Innovation Days successfully held their third edition in collaboration with Battery IPCEIs and BEPA.



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2 Communication Activities and Tools

2.1 Visual Identity

Ensuring a consistent public image facilitates easy visibility and recognition of the project by the wider audience. The updated and finalised version of the logo (M4), shown below, was completed in August 2022.

Batteries Europe's logo is meant to be used to represent the project in all events and promotional materials. The logo is "Batteries Europe," the name of the initiative. Secondly, the "+" and "-" symbols in the logo stand in for the battery inside the letter E. The brand's overall visual identity is maintained throughout with the use of this graphic resource. Green and blue colour codes are used by the initiative to represent the 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 outlines a strategy for distributing its deliverables, presentations, formal documentation, and other tasks in order to preserve clear and efficient external communication. By doing this, partners are guaranteed not to release redundant or irrelevant content. Furthermore, the public can easily recognise the project thanks to a well-established and structured format. Beginning with the agreed-upon colour scheme and project logo, the format was created.

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

- Text template (Word);
- Meeting minutes template (Word);



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- 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

One of the most important resources for the project’s dissemination and communication of Batteries Europe’s accomplishments is the website.

The website for the project, <https://batterieseurope.eu>, was released on M3 in July. Because it was made with the WordPress content management system, the website is adaptable, compatible, and engaging for visitors using a variety of devices, browsers, and screen sizes.



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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.

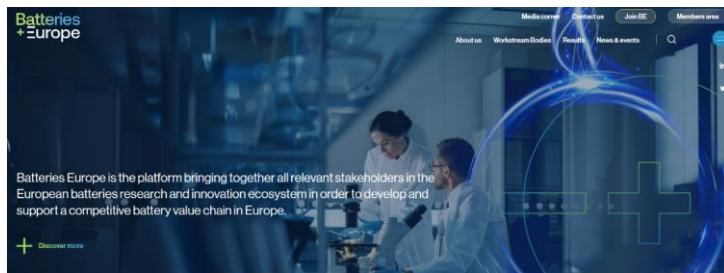


Figure 3: Image captured from the Batteries Europe Website’s homepage

Google Analytics is used to conduct recurring analyses of the Batteries Europe website. The data, as seen in the figures below, demonstrates user activity. The data clearly shows that users are spending more time on the Batteries Europe website on average; in the past month, they spent 54 seconds on average.



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



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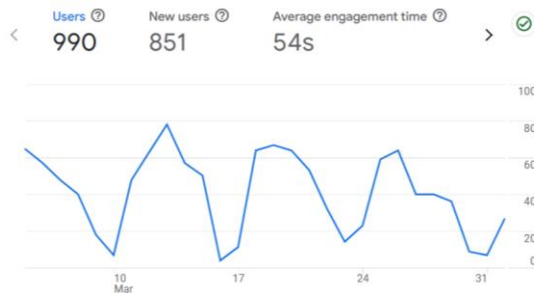


Figure 5: Performance from Google Analytics to showcase website user activities

2.2.2 Batteries Europe on social media

Social media is used in order to appropriately inform the public about the project's findings. Twitter and LinkedIn are the two social media channels where Batteries Europe is active. Because there are some differences between the two websites, like Twitter's character limit, the content shared on each platform is tailored to fit its distinct features.

The project's news and updates are shared by the Batteries Europe Twitter account, @BatteriesEurope, which also retweets posts from other accounts, like @Energy4Europe or the EU commission. It additionally reposts original material from its associates. To support its main argument, the account makes extensive use of animations, graphics, preview links, GIFs, and photos. The graphic that follows demonstrates how the language is vibrant, youthful, and dependent on emojis to foster communication.



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Figure 6: An example of a Batteries Europe Tweet

The Batteries Europe LinkedIn account communicates appropriately, keeping in mind that its audience is more formal. It's a business account with specific features and notifications. LinkedIn posts often replicate content from Twitter in a more formal format, with the intention of providing Batteries Europe followers with greater professional value. Users on LinkedIn have the option to repost content from Batteries Europe in order to reach a wider audience.



Figure 7: An example of a Batteries Europe LinkedIn post



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2.2.3 Analysis of social media data

Twitter Analytics are used 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.

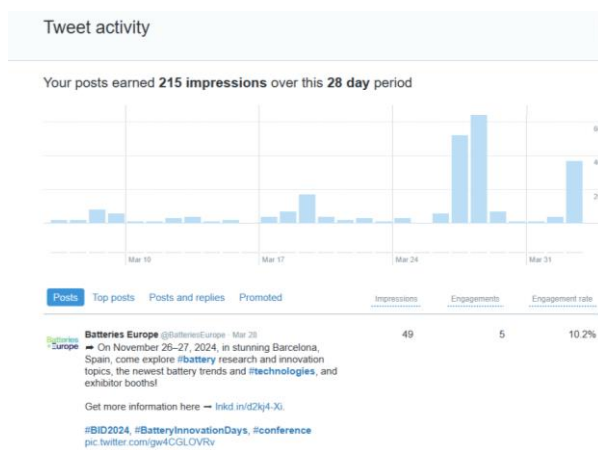


Figure 8: Twitter Activity Dashboard

LinkedIn Analytics provide Batteries Europe performance, which we can see in the figure below. There was a high peak at the end of February due to the promotion of the registration to the third plenary session, amounting to 1384 impressions.

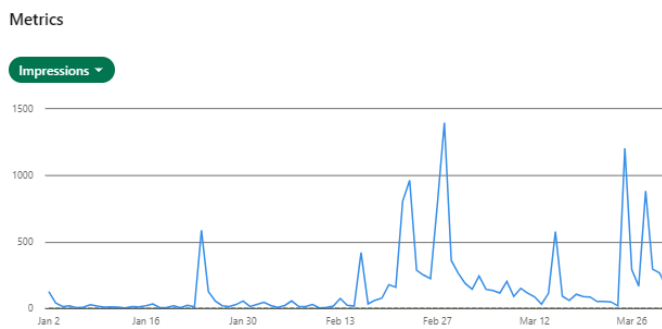


Figure 9: Batteries Europe post impressions on LinkedIn in the past 90 days

Batteries Europe Twitter and LinkedIn social media accounts are now 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	2,666
Twitter	486

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

2.2.4 Newsletter

Using the Mailchimp app, the Batteries Europe newsletter is distributed quarterly. Through a pop-up on the project’s website and encouraging users on social media, the project acquires subscribers.

Every issue of the email newsletter that is distributed to subscribers has the same format and goal. Not only the newsletter, but also the mass mailings, include project updates and point readers to the project website to read the brief interviews conducted with the partners who have compiled the most important updates over the past few months. They also offer details on upcoming events (See Annexe A).

The Batteries Europe social media channels will encourage users to sign up for their mailing list shortly before they send out bulk emails. The project has also distributed other bulk emails, including a save-the-date notice and the R & I Roadmap.

Type	Date	Title	KPI: Opened & clicks
Newsletter	25.07.2023	Batteries Europe Newsletter	235 & 287
Mass-mailing	26.09.2023	Batteries Europe and Battery 2030+ Reveal Its Innovative R&I Roadmap	235 & 181
Newsletter	24.11.2023	Batteries Europe Newsletter	188 & 46
Mass-mailing	25.01.2024	SAVE THE DATE - Batteries Europe Plenary Session	182 & 21
Mass-mailing	27.02.2024	REGISTER NOW - Batteries Europe Plenary Session	305 & 114
Mass-mailing	25.03.2024	Register for the Stakeholders workshop on instruments available to support battery	516 & 96
Mass-mailing	28.03.2024	SAVE THE DATE- BID 2024	216 & 49

Table 5: Mass-mailing and newsletter performance

2.3 Leaflets, business cards and roll-up

A leaflet, business cards and roll-up are 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.



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Batteries + Europe

The Batteries Europe Secretariat (BEST) facilitates and assist stakeholders in all activities of Batteries Europe and coordinate the work among collaborators in an easy and understandable way.

The Secretariat, coordinated by EP InnEnergy, is located at the premises of InnEnergy, partners representing the entire battery value chain.

Join our community!
Via the website: batterieseurope.eu
Contact us at info@batterieseurope.eu

Follow us on
 LinkedIn: Batteries Europe
 Twitter: @BatteriesEurope

Project Coordinator
 Alessandro Ruffino
 InnEnergy

The platform is funded under the Horizon Europe research and innovation programme with funding agreement N. 101069676

Objectives of Batteries Europe:

- Improve European competitiveness by utilizing well-established industry collaborations, information sharing, and expert groups work.
- Boost community participation across the European battery research and development, and create a successful, integrated, consolidated research strategy.
- Organize and create synergies between the EU battery research and development community and other battery-related networks, projects, and initiatives.
- Encourage and facilitate cross-disciplinary collaboration with key stakeholders for the creation of a European battery value chain that is sustainable and affordable.
- Create a consolidated and validated platform with the help of European battery experts.
- Strengthen international collaboration in order to have a better geographical and institutional interconnection of the EU battery community.

Batteries Europe and BEPA are jointly coordinating the integrated working process and task forces on cross-cutting issues with experts from every aspect of the battery value chain.

XXIV group of experts and industry representatives to shape the future of the European battery industry via an easy application on the Batteries Europe website.

Batteries Europe/BEPA Integrated Working Groups

- WG1 New and emerging battery technologies
- WG2 Raw materials and recycling
- WG3 Advanced materials
- WG4 Cell design and manufacturing
- WG5 Application and integration: Mobile
- WG6 Application and integration: Stationary

Batteries Europe/BEPA Cross-Cutting Task Forces

- Digitalisation
- Education and Skills
- Safety
- Sustainability
- Social Science and Humanities
- Standardisation and Harmonisation

Figure 10: Batteries Europe Leaflet



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Figure 10: Batteries Europe Roll-up





Figure 11: Batteries Europe Business cards

2.4 Promotional video

The Secretariat's effort to create this communication tool was coordinated by CLERENS. Undoubtedly, a video is a useful tool for spreading awareness, educating viewers, and interacting with them. The Batteries Europe video, which debuted in Q3 of 2023, can be viewed at www.batterieseurope.eu, the website for Batteries Europe and on [YouTube](https://www.youtube.com).

The film is intended to be screened in numerous venues, such as workshops, conferences, policy gatherings, and social media sites. In the future, reports on communication will detail how well it markets itself and engages audiences.

2.5 Batteries Europe related events

Events are an important means of dissemination for Batteries Europe, and 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 second Batteries Europe Plenary Session took place on the 7th of June in Brussels and online. Over 200 stakeholders attended the event. Stefano Saguatti, Advisory Steering Board Member of Batteries

Commented [AR1]: @fatima, please also add the direct link to the video on youtube so that they have a direct link to the video without navigate through our website.



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Europe (MANZ), and Philippe Froissard, Head of Unit at the European Commission, which is a principal executive body of the European Union, welcomed attendees to the Plenary Session.

The third Batteries Europe Plenary Session is set to take place on 11 June 2024 in Brussels and online.

The project's website and social media platforms are used to advertise the Plenary Sessions in terms of communications and dissemination efforts. A press release is also disseminated to the media, posted on the website, and promoted on social media following the event.



Figure 12: Batteries Europe second Plenary Session, Brussels, 7 June, 2023

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.

The third edition of the Battery Innovation Days took place on 14-15 November 2023 in Brussels and online. The two-day conference gathered industry leaders from across the globe, featuring over 350 participants onsite and 1000 online attendees. Made up of 12 sessions, more than 60 speakers have brought their experience and valuable insights. There was also an exhibition booth with over 25 different exhibitors.

As a co-organizer, Batteries Europe benefited from high visibility since its logo appeared in all event-related communications materials (mass mailing, sponsorship brochure, etc.). Furthermore, Batteries



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Europe provided attendees with access to project information both online and at their exhibition stand during the event which was shared by the BATT4EU partnership (Battery 2030+, Batteries European Partnership Association). The next Battery Innovation Days is scheduled for 26th-27th November in Barcelona, Spain.



Figure 13: Battery Innovation Days promotional banner

2.5.3 Webinars

During the project, at least 2 webinars per year are organised to present the results of the Task forces and working groups and to collect feedback on the ongoing activities of Batteries Europe. During the duration of the project, it will be the shared responsibility of InnoEnergy, EASE and EERA to continuously support the population of the platform to represent as many actors as possible and to adapt to new challenges that the European Battery value chain might face.

2.5.4 External events

As a platform for the European community devoted to battery research and innovation, it is expected that the Batteries Europe Secretariat will take part in a good number of

The Secretariat or the Platform (especially the integrated BE/BEPA WG Chairs and Co-Chairs) may invite participants to attend or present on the project; however, this type of involvement is completely voluntary. Such events increase the Platform's visibility, particularly outside of its primary work environments, and have the potential to expand its network and significance throughout Europe and beyond.

It is crucial that the attention paid to this kind of involvement is carefully thought out. Additionally, the website, its publications, and forthcoming events need to be sufficiently promoted.



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Event	Date	Location	Activities performed	Partners involved
Hungarian Battery Day Conference	26/10/2023	Budapest, Hungary	presentation	InnoEnergy/EBA
StoRIES project team meeting	05/12/2023	Several locations	presentation	EERA
SPE GAIA Sustainability Program	11/10/2022	Milano, Italy	presentation	INSTM
The Chemist's interactions	01/12/2023	Milano, Italy	presentation	INSTM
Joint IPCEI Battery Convention on Workstream Level meeting	13-14/03/2024	Bologna, Italy	presentation and panel session	INSTM
RSE days on batteries	15/02/2024	Milano, Italy	presentation	INSTM
INSTM Conference 2023	24/01/2023	Bressanone (BZ)	presentation	INSTM
Meeting on Sustainability, Collaboration Board Battery2030+	16/02/2024	online	presentation	INSTM
Alkeemia Battery Forum 2024	10-12 April 2024	Venice, Italy	presentation	INSTM
Battery Innovation Days 2023	14-15 November 2024	Bordeaux, France	Panel Discussion	INSTM
Battery 2030+ Annual Conference 2024	28-29 May 2024	Grenoble, France	presentation	INSTM
StoRIES project meeting	4-6 December 2023	Vienna, Austria	presentation	EERA
World Circular Economy Forum 2024	17 April 2024	Online	Workshop	EERA

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



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Figure 11: Batteries Europe at the Battery 2030+ Annual Conference 2023



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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 previously stated, several partners will prepare communication materials for the project. Nevertheless, CLERENS must give its approval before the content is published. CLERENS will coordinate and intervene in the following ways:

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.



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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.



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4 Performance Assessment

In order to determine the degree of success attained by the communication and dissemination efforts, a series of key performance indicators have been decided upon. The Batteries Europe project will be continuously evaluated based on how well it meets the key performance indicators, including any online press and media coverage that it receives.

At Secretariat meetings, the outcomes of achieving these objectives will be routinely reviewed.

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 between April 2023 till April 2024:

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	Poor



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Scientific/ technical publications	Number of papers submitted	<3 = poor, 3-5 = good, >5+ = excellent	Excellent
Oral/poster presentations at conferences, symposia, seminars, workshops	Number of conferences presentations	<3 = poor, 3-7 = good, >7+ = excellent	Good

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	Fatima Ahmed	Lucia Sardone Thomas Otuszewski

Table 8: Communications team within BEST project

4.4 Roles and responsibilities of partners

The communication strategy outlined the active participation of each consortium partner. Since CLERENS is in charge of the WP6, they are also in charge of communications. CLERENS is in charge of distributing project updates and outcomes and makes sure that efficient communication is maintained within the consortium.

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.

Throughout the project, the costs of the communication tools and materials are allocated to CLERENS' budget. Printing of materials, website and video editing, and logistical planning of the four Working



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Group meetings are all included in the communication materials. A budget is allotted to the partners so they can pay for pertinent events where they can promote the project or share the findings.



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CONCLUSION

The Batteries Europe Secretariat project's dissemination and communication performance is shown in this report. This report is based on the Dissemination and Communication plan, which identifies and establishes the platforms and initiatives used to advance the goals and outcomes of Batteries Europe. In order to maximise Batteries Europe communications performance after reading this report, the strategy will be modified and implemented into regular communication activities.

In collaboration with other partners, CLERENS will continue to update the schedule of pertinent events and assume joint responsibility for representing Batteries Europe at these events. Quarterly newsletters will continue function as thorough updates, providing the Consortium database as a whole with news, upcoming events, and sector-related information. In addition, Batteries Europe intends to continue being active on social media sites in order to guarantee that its actions are widely shared. The main objectives of the exploitation efforts are to enable BEPA to adopt BEST recommendations for fundings for research and innovation, to contribute significantly to national funding programmes through the NRCG, and to work with other EU Battery Initiatives (T4.1) to implement strategies to draw talent to the battery domain. Furthermore, the outcomes of Batteries Europe will be efficiently employed in multiple IPCEI workstreams. CLERENS will take advantage of the project's active participation as necessary to achieve these goals. Moreover, Batteries Europe will participate in joint information and dissemination efforts at the CINEA's invitation, raising awareness and encouraging collaboration amongst Horizon Europe-supported projects.

Batteries Europe will also continue to collaborate closely with Battery 2030+ and the Battery European Partnership Association to co-organize the annual Battery Innovation Days. Furthermore, at least two webinars per year will be held to present the results of task forces and working groups, gathering feedback on Batteries Europe's ongoing activities. Throughout the project duration, InnoEnergy, EASE, and EERA will collaboratively support platform engagement, aiming to represent a diverse range of stakeholders and adapt to evolving challenges within the European Battery value chain.

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

- D 6.6 Communication and dissemination report V3 – due M35



ANNEXES

Annexe A – Batteries Europe Newsletter

Batteries + Europe

EU Dossiers on Batteries

- Batteries Regulation:** The Battery Regulation was published in the Official Journal on the 12th of July and came into force on the 17th of August. Implementation and the drafting of the necessary secondary legislation by the Commission should now be the main focus.
- Critical Raw Materials Act:** The Council and the European Parliament reached a political agreement in October on the 12th of November. More details in the Commission's press release [here](#). The text has to be formally approved by the co-legislators. It will be put to a vote in the ITRE Committee on the 7th of December as a first step towards adoption.
- Net-Zero Industry Act:** Progress was made by the European Parliament which held a first vote in the ITRE Committee on the 26th of October and scheduled a vote in plenary on the week of the 26th of November. The Council is currently aiming to reach an agreement in time for the meeting of the Competitiveness Council on the 6th of December. This would allow progress to start before the end of the year - with the Commission aiming at reaching a final agreement on the text around March next year.
- Anti-Subsidy Investigation into Chinese Electric Vehicles:** In the State of the Union speech on the 13th of September, Commission President Ursula von der Leyen announced the launch of an investigation into illegal subsidies received by Chinese electric vehicle manufacturers distorting the European market. This investigation was formally launched by the Commission on the 4th of October and will last up to 13 months. Based on its findings, the Commission will decide whether to take remedial action through anti-subsidy duties on electric vehicles imported from China.

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"

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 list and 2nd IPCEs.

[More News & Events](#)

News

Batteries Europe revealed its R&I roadmap along with Battery 2030+ - reshaping the course of battery technology, focusing on fostering education and skills for advancements in battery-related sectors.

[Read more](#)

Batteries Europe released its KPIs Benchmarking in October 2023. These include referenced baseline values from 2022 (carefully evaluated according to reliably published data) and future expected values, named in 2027, 2030, 2035, or 2050, depending on the type of KPI.

[Read more](#)

The focus of Bordeaux, France's November 14-15 Battery Innovation Days 2023 was on "fostering a competitive and sustainable European battery value chain." Over 1400 delegates attended the event in person and virtually, and it brought together key players influencing developments in the battery sector.

[Read more](#)

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 chart shows the trends parameters to tackle, where researchers needs to dig to answer to industry needs.

Figure 12: Batteries Europe Newsletter

