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## ASTRABAT Deliverable D8.1

# Communication and dissemination plan, initial report

## WP8, T8.1

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## Glossary

Term	Definition
C&D	Communication and Dissemination
Gen 3b	Cathode HE-NCM, High voltage spinel, anode silicon/carbon
Gen 4a	All solid-state with Silicon anode, NCM cathode
Gen 4b	All solid-state with Lithium anode, NCM cathode

### Disclaimer

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## Abstract



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This document describes the communication and dissemination strategy developed for the ASTRABAT project. It outlines the key elements of the communication and dissemination strategy, which include: the targeted audiences (WHO), the key messages to address them (WHAT), the tools and channels employed (HOW), the timing of the planned activities (WHEN) and the geographical level (local, European) (WHERE), hence providing a guide for the project and partners dissemination activities.

The document also describes the approach adopted to monitor the diffusion of ASTRABAT contents and quantitatively assess the impacts generated by the project communication and dissemination campaigns.

The ASTRABAT Communication and Dissemination plan is a living document. The present version will be subject to two updates over the course of the project (M18 and M30). This will enable tunings of the overall communication and dissemination strategy based on the project developments and needs.



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# 1 Communication and Dissemination Strategy

The ASTRABAT communication and dissemination (C&D) activities have complementary objectives:

- **Communication:** it aims at raising **visibility and awareness** of the project activities, goals, results, impacts and benefits of ASTRABAT across the society and non-technical audiences such as the **general public**. This is done by conveying non-technical, easy-to-understand and generic information. Communication provides a first, necessary step to generate social acceptance and a socio-economic viable and sustainable innovation.
- **Dissemination:** it aims at raising **acceptance and uptake** of ASTRABAT by transferring knowledge and results emerging from the project across **technical audiences and stakeholders** that are likely to be actively involved in the value chain associated with ASTRABAT. This action also covers **regional authorities for policy orientation and investment**. Any public outcome of the project will be disseminated. In particular, the following information will be spread across relevant audiences:
  - Vision (objectives, strategic relevance) and key messages (to be reviewed periodically in the course of the project, see below);
  - News and achievements coming from the testing of the ASTRABAT solutions, focusing on how they contribute to the overall ecosystems' innovation with direct impacts on society as a whole;
  - Project events and results, along with lessons-learned and recommendations.

The ASTRABAT C&D strategy will set the basis to support the **exploitation** activities during the project to foster the uptake of results even beyond its termination.

An overview of the ASTRABAT C&D methodology, audiences, key messages and channels and formats is reported in the following sections.

## 1.1 Methodology

The ASTRABAT C&D methodology follows the integrated, impact-oriented approach developed by ICONS, the partner leading the project C&D activities, see Figure 1. The goal is to foster awareness and boost acceptance and uptake of the ASTRABAT key outcomes among the targeted societal groups. To this aim, multiple **C&D solutions** will be designed and implemented to provide a bridge between the project and society.

Such solutions are designed around the target audiences and stakeholders (see below) and are outlined in chapters 3 and 4. A solid content **distribution strategy** will be implemented to increase the project outreach and further engage relevant stakeholders, see chapter 7. Over the course of ASTRABAT, a continuous **monitoring** campaign will be carried out to **assess the impact** on society generated by the



project C&D activities, see chapter 8. The monitoring and impact assessment activities will provide feedback for future fine-tuning of the C&D strategy, hence boosting the effectiveness of the overall C&D effort.

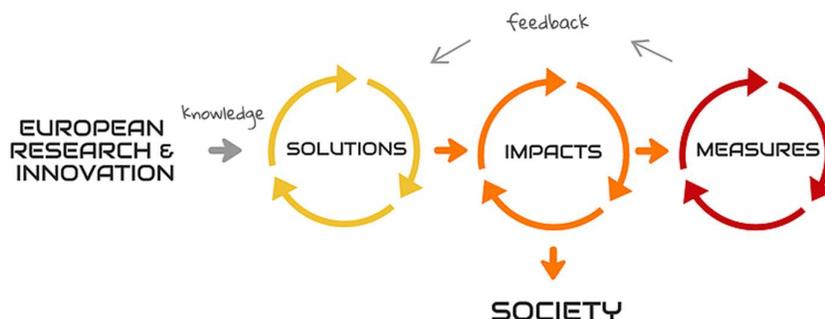


Figure 1: The communication and dissemination methodology adopted for the ASTRABAT project (image credits: Fondazione iCons)

The ASTRABAT C&D strategy will be deployed at both **European/international** level and **local/regional/national** level. At EU/international level, ICONS in cooperation with CEA will manage the official project C&D activities and the external relations towards European/international stakeholders, supporting the partners' individual activities and facilitating the smooth implementation of the C&D Plan. At local/regional/national level, partners will be the main interface of the project towards local stakeholders and communities. They will design and implement C&D activities tailored to the local contexts and exploit the most effective tools and channels to reach out and engage with local stakeholders. ICONS will guarantee the sound implementation of the C&D Plan and the harmonization of the activities carried out at local and national level with the overall project strategy.

## 1.2 Target audiences

The ASTRABAT dissemination strategy will make sure that the appropriate target audiences are identified and encouraged to participate since the beginning. The clear identification and active involvement of relevant stakeholders and targets is instrumental to an **effective deployment** of dedicated dissemination and exploitation actions.

ASTRABAT considers as main stakeholders those:

- whose interests are deeply linked with the project;
- whose activities influence the project;
- who possess/control information, resources and expertise needed for the implementation of the project;
- whose participation and active involvement are necessary for the successful implementation and/or dissemination of results.

Target groups matching these criteria are:



- Industrial players including SMEs in the energy and battery fields, as well as application field (battery and electric vehicles manufacturers);
- Investors and financing entities;
- Associations and umbrella organisations at local, national and European level;
- Researchers and academics specialised in batteries and related themes (e.g. modelling, manufacturing);
- Other ASTRABAT-related projects;
- Policy makers such as regional authorities;
- Civil society at large.

ASTRABAT partners carried out an extensive stakeholder and target mapping, see Annex I. Both dissemination and exploitation activities can benefit from this mapping to elaborate tailored messages and identify dedicated activities to reach and engage them.

The project will mobilise and network with key stakeholders' associations and transversal initiatives relevant to energy and batteries to distribute news and contents through their channels and possibly participate in major events under their sponsorship. The goal is to raise awareness and engagement among a wider group of stakeholders and potential users of the project results. Moreover, **networking and dialogue** with the European, international and national associations and platforms where ASTRABAT partners are members will further increase the sphere of influence and promotion of the project objectives and final results.

### 1.3 Channels and formats

ASTRABAT will leverage a variety of C&D channels and formats to reach out to the target audiences. These are listed in Table 1 and described in chapters 3 and 4. This variety of channels and formats will increase the coverage and effectiveness of the C&D campaigns.

Table 1: Formats and channels to reach out to the ASTRABAT target audiences

Target group	Channels	Formats
Industry, Manufacturers Investors, Financing entities, Associations	Events and conferences	Press releases
	Technical workshops	Handbook
	Clustering activities	Info-packs
	Website	Videos
	Webinars	E-newsletter
	Social media	



Researchers, academics	<ul style="list-style-type: none"> <li>Events and conferences</li> <li>Technical workshops</li> <li>Clustering activities</li> <li>Website</li> <li>Webinars</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Scientific publications</li> <li>Press releases</li> <li>Handbook</li> <li>Info-packs</li> <li>E-newsletter</li> </ul>
Sister projects and initiatives	<ul style="list-style-type: none"> <li>Event and conferences</li> <li>Technical workshops</li> <li>Clustering activities</li> <li>Website</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Press releases</li> <li>Handbook</li> <li>Info-packs</li> <li>Videos</li> <li>E-newsletter</li> </ul>
Policy makers	<ul style="list-style-type: none"> <li>Website</li> <li>Social media</li> <li>Event and conferences</li> </ul>	<ul style="list-style-type: none"> <li>Journalistic articles</li> <li>Videos</li> </ul>
General public	<ul style="list-style-type: none"> <li>Website</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Journalistic articles</li> <li>Videos</li> </ul>

## 1.4 Key messages

Key messages are short, direct and easy-to-remember messages, specifically developed for each targeted stakeholder group. They drive the ASTRABAT C&D effort by conveying the core concepts and ideas the project wants to communicate. The ASTRABAT key messages are collected in Table 2 together with relevant key words.

Table 2: ASTRABAT key words and key messages for each communication and dissemination target group.



<b>Targets: industry, manufacturers, investors, financing entities, associations</b>	
<b>Key words</b>	<b>Key messages</b>
	ASTRABAT technology will enable car manufacturer to offer on the market high-performance, safe vehicles with increased range, autonomy and available space and optimised total cost of ownership
Efficient and safer battery	ASTRABAT will propose a real competitive advantage for the EU industry of electric vehicles
Mass production	ASTRABAT results will completely change the position of Europe in the battery market enabling to rebalance the worldwide market distribution
Energy storage market	
Cheaper electric vehicles	ASTRABAT developments will give EU actors a step ahead in the all-solid-state battery race
	As Lithium is a strategic metal for the EU, ASTRABAT will design specific processes to recover Lithium in marketable form
<b>Targets: researchers, academics</b>	
<b>Key words</b>	<b>Key messages</b>
Li-ion battery cell	ASTRABAT will design a new generation of high energy, high voltage and reliable Li-ion batteries with an all-solid-state electrolyte cell
All-solid-state hybrid electrolytes	ASTRABAT batteries will outperform current commercial cells for electric vehicles on performance, life cycle, safety and recyclability
Innovation	ASTRABAT aims to go beyond the state of the art of solid-state electrolytes by developing materials for solid hybrid electrolytes and electrodes
Networking and collaboration	
<b>Targets: sister projects and initiatives</b>	
<b>Key words</b>	<b>Key messages</b>
Networking	ASTRABAT will ensure knowledge transfer across projects



Collaboration	ASTRABAT is keen to give visibility to other initiatives through its channels and to organise joint events
<b>Targets: policy makers</b>	
<b>Key words</b>	<b>Key messages</b>
EU Green Deal Climate change Energy transition Sustainable mobility	The new technologies offered by ASTRABAT will pave the way towards a more sustainable mobility
	By boosting the uptake of electric vehicles, ASTRABAT will help achieve the goals set by the EU Green Deal
	ASTRABAT will decrease the EU dependency on third countries in its energy transition model
	ASTRABAT will put in place a 100% EU production chain for electric vehicles
	ASTRABAT ensures eco-design, safety of the materials used, and low environmental impact of the battery prototype
<b>Target: general public</b>	
<b>Key words</b>	<b>Key messages</b>
Less pollution Better health Cheaper vehicles Longer autonomy	ASTRABAT technology will help decrease greenhouse gas emissions and protect people's health
	ASTRABAT will make of electric vehicles a valid alternative to petrol and diesel cars
	Compared to current electric vehicles, those powered by ASTRABAT batteries will be cheaper and safer, while offering more space to users and increased autonomy for longer journeys



## 2 Visual identity

The ASTRABAT visual identity was developed in the early stage of the project (M2). The development of a robust and easy-to-recognise **brand** is crucial to successfully promote ASTRABAT activities and results among targeted stakeholders. In particular, the visual identity provides the key graphic elements (colour palette, typography...) for project materials and outputs such as website, social media, templates for reports and presentations, leaflet, roll up, videos etc.

ICONS developed the visual identity with specifications from CEA. The activity was based on a preliminary **brand analysis**. This helped identify the key traits of ASTRABAT which should be graphically conveyed by the visual identity.

A number of different proposals for the visual identity were developed. The logo in Figure 2 and the associated graphic elements were selected. The whole visual identity is summarised in the project brandbook, see Annex II. All versions of the logo and the project brandbook are available to partners in the ASTRABAT collaborative e-room.



Figure 2: The ASTRABAT logo.

The main ASTRABAT traits recalled by the selected visual identity are:

- Reliability, through the simplicity and solidity of geometry;
- Energy, through the colours;
- Batteries, through the symbols +/-.

Other aspects driving the development of the project visual identity were the need to meet the following criteria:

- Readability and ability to stand out in different contexts (e.g. colour, black & white and negative versions);
- Good performance both in small and big dimension;
- Potential to evolve into other graphic materials (e.g. graphic layouts for brochure, postcards, newsletters, website that are clearly inspired by the logo);
- Uniqueness and ability to differentiate from other existing logos;
- Applicability in a multi-country context;
- Ability to capture attention in cluttered/confused context.



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## 3 Online communication and dissemination channels

The ASTRABAT C&D activities will be mainly carried out online. ASTRABAT relies on the following online communication channels: the project **website** and **social media**, the partners channels, and **news multipliers**. An overview of the project and partners channels is provided in this chapter. Information on the use of news multipliers is available in chapter 7.

### 3.1 Project website

The project website will serve as main online information hub on ASTRABAT. It will provide information about the project, activities and results, along with project news. The website is currently under development and it will be launched online in M5. It will be maintained for at least one year after the end of the project.

A **landing page** was designed and launched online in M3 to provide an online project reference and contact point while the websites is developed, see Figure 3. The content provides a concise overview of ASTRABAT motivations and expected outcomes. The page layout is based on the ASTRABAT visual identity. The landing page is available at the following domain: [astrabat.eu](http://astrabat.eu). The domain was purchased by ICONS and it is the same URL at which the website will be set online.

The landing page provides the following e-mail contacts: [coordinator@astrabat.eu](mailto:coordinator@astrabat.eu) and [info@astrabat.eu](mailto:info@astrabat.eu). The former allows users to reach out to the project coordinator, the latter to ask for generic information on the project.

Icons linking to the project **social media** channels are also available, as well as the possibility to **subscribe** to the ASTRABAT website to receive future communications such as e-newsletter issues and emails on specific events, results and activities. Finally, the page footer acknowledges EU funding.

The landing page has been developed with the open source content management system **Wordpress**. Wordpress will be also used for the development and management of the ASTRABAT website.

The Google Analytics of [astrabat.eu](http://astrabat.eu) were activated prior to publication of the landing page. Google Analytics will allow ICONS to monitor the website performance in terms of visitors, page views, number of sessions, access points etc. The information collected via Google Analytics is one element of the overall monitoring and impact assessment campaign which will be carried out by ICONS over the course of the whole project. More details are available in chapter 8.





## New efficient Lithium batteries for electric vehicles

The transport sector is responsible for around one quarter of Europe's **greenhouse gas** (GHG) emission. **Electric mobility** must be the next transport mode to contribute to the EU overall goal to reduce GHG emissions by 80-95% by 2050. It is expected that e-mobility will represent 70% of the total rechargeable **Li-ion battery** cell market's value in 2022. At the same time, 70% of the EU electricity should be produced by **renewable energies**. Hence, the electric battery storage is vital in this transition to clean mobility and clean energy systems.

### The ASTRABAT project will find a better Li-ion cell architecture with an all-solid-state electrolyte design suitable for the new high-energy electrode materials and mass production

The new ASTRABAT cell will enable:

- Higher **energy density** and power
- Increased **safety** and longer life cycle
- Larger operating **temperature** range
- **Lower cost** to reduce costs of electric vehicles

ASTRABAT started in January 2020 and will run until June 2023. The project is coordinated by the French Alternative Energies and Atomic Energy Commission (CEA) in France and run by a consortium of fourteen partners from eight countries (Belgium, France, Germany, Italy, Poland, Slovenia, Spain and Ukraine).

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875029.

Figure 3: The ASTRABAT Landing page



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## 3.2 Project social media

Social media will play a crucial role for the project C&D activities. Their pervasiveness opens the ASTRABAT C&D campaigns to wide audiences worldwide, hence strongly contributing to raising awareness and acceptance among relevant stakeholder classes. Social media will be used to actively address and engage online communities with a twofold objective: as an additional communication channel and as a participatory tool to foster dialogue, enhance public understanding, acceptance and participation of end-users through dedicated messages.

The ASTRABAT social media strategy will be managed by ICONS. It is based on two main accounts: **Twitter** ([@astrabat](#)) and a company page on **LinkedIn** ([@astrabat-project](#)). Both accounts were opened in M1. A **YouTube** account will be opened in M6 for the publication of the ASTRABAT presentation video and to collect all audiovisual materials to be released by the project, see chapter 4.

Twitter and LinkedIn were identified as the most **effective** social media platforms for the needs of ASTRABAT. They are the most visited by the ASTRABAT target stakeholders and professionals. The chosen social media platforms offer high **visibility** to the project contents and boost **interaction and engagement** with stakeholders. Examples of project contents which will be promoted on the ASTRABAT social media channels are: research results, editorial products such as press releases, articles and videos, participation in or organisation of events. Moreover, campaigns during yearly initiatives and thematic days involving the civil society at EU and international levels will be implemented.

**Tags** are widely exploited to enhance the interaction with other relevant accounts. Owners of frequently tagged accounts are: project partners, the European Commission (through accounts such as [@inea eu](#), [@EU H2020](#), [@Transport EU](#) and [@EUEnvironment](#)), the [SCC-01 "Lighthouse" Smart City projects](#) for their focus on electric and sustainable mobility, other relevant battery-related initiatives and EU influencers.

The official **hashtag** [#astrabat](#) has been launched to help monitor conversations about the project. The hashtag is monitored by ICONS as part of the impact assessment campaign which will be carried out over the course of the project, see chapter 8. Moreover, a number of other hashtags is used to connect and interact with other users based on common themes. An analysis was carried out to identify the most used yet not too generic hashtags in the batteries and sustainable mobility ecosystem. Examples are: [#ElectricVehicles](#), [#LithiumIonBatteries](#) and [#EnergyTransition](#).

Already existing, **external LinkedIn discussion groups** will be widely exploited to promote project contents. More details are available in chapter 7.



### 3.3 Partners channels

Project partners are expected to contribute to the online C&D of ASTRABAT contents via their corporate channels. This can be done by posting original, ASTRABAT-related contents or by interacting with the project channels (re-share, likes etc). ICONS will share project editorial contents such as press releases and articles with partners and their communication officers to encourage uptakes. An overview of the partners websites and social media channels is available in Table 3.

Table 3: Partners websites and social media channels

Partner	Website	Twitter	LinkedIn	Facebook	Instagram	YouTube
CEA	<a href="http://www.cea.fr/english">http://www.cea.fr/english</a>	<a href="https://twitter.com/CEA_Officiel">https://twitter.com/CEA_Officiel</a>	<a href="https://www.linkedin.com/company/cea/">https://www.linkedin.com/company/cea/</a>			
Fraunhofer IKTS	<a href="https://www.ikts.fraunhofer.de/">https://www.ikts.fraunhofer.de/</a>	<a href="https://twitter.com/fraunhofer_ikts">https://twitter.com/fraunhofer_ikts</a>	<a href="https://de.linkedin.com/company/fraunhofer-ikts">https://de.linkedin.com/company/fraunhofer-ikts</a>	<a href="https://www.facebook.com/fraunhofer.ikts/">https://www.facebook.com/fraunhofer.ikts/</a>	<a href="https://www.instagram.com/fraunhoferikts/">https://www.instagram.com/fraunhoferikts/</a>	<a href="https://www.youtube.com/channel/UCuqD8nyRSBEIyH8G4svs6fg">https://www.youtube.com/channel/UCuqD8nyRSBEIyH8G4svs6fg</a>
Fraunhofer ISC	<a href="https://www.isc.fraunhofer.de/">https://www.isc.fraunhofer.de/</a>	<a href="https://twitter.com/fraunhofer_isc">https://twitter.com/fraunhofer_isc</a>	<a href="https://de.linkedin.com/company/fraunhofer-isc">https://de.linkedin.com/company/fraunhofer-isc</a>	<a href="https://www.facebook.com/FraunhoferISCWuerzburgZellerau/">https://www.facebook.com/FraunhoferISCWuerzburgZellerau/</a>	<a href="https://www.instagram.com/fraunhofer_isc/">https://www.instagram.com/fraunhofer_isc/</a>	<a href="https://www.youtube.com/channel/UCpOwNBidrMSBMN-kvsKYBqg/videos?view=0&amp;sort=dd&amp;shelf_id=1">https://www.youtube.com/channel/UCpOwNBidrMSBMN-kvsKYBqg/videos?view=0&amp;sort=dd&amp;shelf_id=1</a>
WUT	<a href="http://www.pw.edu.pl/">http://www.pw.edu.pl/</a>	<a href="https://twitter.com/PW_edu">https://twitter.com/PW_edu</a>	<a href="https://www.linkedin.com/school/warsaw-university-of-technology/">https://www.linkedin.com/school/warsaw-university-of-technology/</a>	<a href="https://www.facebook.com/politechnika.warszawska">https://www.facebook.com/politechnika.warszawska</a>	<a href="https://www.instagram.com/politechnika_warszawska/">https://www.instagram.com/politechnika_warszawska/</a>	<a href="https://www.youtube.com/channel/UCCXBvkV8M7t-3k6Pd5j82aQ">https://www.youtube.com/channel/UCCXBvkV8M7t-3k6Pd5j82aQ</a>
UMI	<a href="https://www.umicore.com/">https://www.umicore.com/</a>	<a href="https://twitter.com/umicoregroup">https://twitter.com/umicoregroup</a>	<a href="https://www.linkedin.com/company/umicore/">https://www.linkedin.com/company/umicore/</a>	<a href="https://www.facebook.com/Umicore/">https://www.facebook.com/Umicore/</a>	<a href="https://www.instagram.com/umicoregroup">https://www.instagram.com/umicoregroup</a>	<a href="https://www.youtube.com/channel/UCNDmCdgaRH6qbMQjw34KywQ">https://www.youtube.com/channel/UCNDmCdgaRH6qbMQjw34KywQ</a>
NAN	<a href="https://www.nanomakers.co/">https://www.nanomakers.co/</a>	<a href="https://twitter.com/Nanomakers">https://twitter.com/Nanomakers</a>	<a href="https://www.linkedin.com/company/nanomakers">https://www.linkedin.com/company/nanomakers</a>			
DAI	<a href="https://www.daikinchem.de/">https://www.daikinchem.de/</a>		<a href="https://www.linkedin.com/company/daikin-chemical-europe-gmbh/">https://www.linkedin.com/company/daikin-chemical-europe-gmbh/</a>			
UNILIM	<a href="https://www.unilim.fr/?lang=en">https://www.unilim.fr/?lang=en</a>	<a href="https://twitter.com/ceramiclab">https://twitter.com/ceramiclab</a>	<a href="https://www.linkedin.com/company/ircer/about/">https://www.linkedin.com/company/ircer/about/</a>	<a href="http://www.facebook.com/pages/IRCE-R-Limoges/109159583797941">http://www.facebook.com/pages/IRCE-R-Limoges/109159583797941</a>	<a href="https://www.instagram.com/univ_limoges/">https://www.instagram.com/univ_limoges/</a>	<a href="http://www.youtube.com/channel/UC4VfiXmZDInwF1ktIswqsw">http://www.youtube.com/channel/UC4VfiXmZDInwF1ktIswqsw</a>
LEITAT	<a href="https://www.leitat.org/english/">https://www.leitat.org/english/</a>	<a href="https://twitter.com/leitat">https://twitter.com/leitat</a>	<a href="https://www.linkedin.com/company/leitat-technological-center">https://www.linkedin.com/company/leitat-technological-center</a>			<a href="https://www.youtube.com/channel/UCF0jK4UG5vWEPFMwyhCV2Pw">https://www.youtube.com/channel/UCF0jK4UG5vWEPFMwyhCV2Pw</a>
LEC	<a href="https://www.leclanche.com/">https://www.leclanche.com/</a>	<a href="https://twitter.com/Leclanche_SA">https://twitter.com/Leclanche_SA</a>	<a href="https://www.linkedin.com/company/leclanche-sa/">https://www.linkedin.com/company/leclanche-sa/</a>	<a href="https://www.facebook.com/Leclanche-107992379605425">https://www.facebook.com/Leclanche-107992379605425</a>		<a href="https://www.youtube.com/channel/UCcHR1mURj7qxgoCG7rIfycw?view_as=subscriber">https://www.youtube.com/channel/UCcHR1mURj7qxgoCG7rIfycw?view_as=subscriber</a>



YUN	<a href="https://yunasko.com/">https://yunasko.com/</a>	<a href="https://twitter.com/YunaskoLTD">https://twitter.com/YunaskoLTD</a>	<a href="https://www.linkedin.com/company/yunasko/">https://www.linkedin.com/company/yunasko/</a>	<a href="https://www.facebook.com/YunaskoLTD/">https://www.facebook.com/YunaskoLTD/</a>	
ELA	<a href="http://in-wheel.com/en/">http://in-wheel.com/en/</a>	<a href="https://twitter.com/Elaphe_in_wheel">https://twitter.com/Elaphe_in_wheel</a>	<a href="http://www.linkedin.com/company/elaphe">http://www.linkedin.com/company/elaphe</a>	<a href="https://www.facebook.com/ElaphePropulsionTechnologies/">https://www.facebook.com/ElaphePropulsionTechnologies/</a>	<a href="http://www.youtube.com/c/ElaphePropulsionTechnologiesLtd">http://www.youtube.com/c/ElaphePropulsionTechnologiesLtd</a>
LOM	<a href="https://www.lomartov-aie.com/">https://www.lomartov-aie.com/</a>	<a href="https://twitter.com/lomartov">https://twitter.com/lomartov</a>	<a href="https://www.linkedin.com/company/lomartov-sl/">https://www.linkedin.com/company/lomartov-sl/</a>		
ICONS	<a href="https://www.icons.foundation/">https://www.icons.foundation/</a>		<a href="https://www.linkedin.com/company/fondazione-icons/">https://www.linkedin.com/company/fondazione-icons/</a>		
PSA	<a href="https://www.groupepsa.com/en/">https://www.groupepsa.com/en/</a>	<a href="https://twitter.com/groupePSA">https://twitter.com/groupePSA</a>	<a href="https://www.linkedin.com/company/groupepsa/">https://www.linkedin.com/company/groupepsa/</a>	<a href="https://www.facebook.com/groupepsa/">https://www.facebook.com/groupepsa/</a>	<a href="https://www.youtube.com/user/PESAPEUGEOTCITROEN?feature=mhee">https://www.youtube.com/user/PESAPEUGEOTCITROEN?feature=mhee</a>

WUT manages the following websites as well:

- [Faculty of Chemistry: http://www.ch.pw.edu.pl/](http://www.ch.pw.edu.pl/)
- [Polymer Ionics Research Group: http://pirg.ch.pw.edu.pl/](http://pirg.ch.pw.edu.pl/)

ICONS manages the Twitter account of its iCube programme ([@iCubeProgramme](https://twitter.com/iCubeProgramme)), see [website\(https://www.icube.global/\)](https://www.icube.global/), and the youris.com [website\(https://www.youris.com/\)](https://www.youris.com/) and social media channels ([Twitter: https://twitter.com/youris\\_com](https://twitter.com/youris_com), [LinkedIn: https://www.linkedin.com/company/youris-com](https://www.linkedin.com/company/youris-com), [Facebook: https://www.facebook.com/youriscom/](https://www.facebook.com/youriscom/) and [YouTube](#)), see chapter 7 for more information on youris.com.



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## 4 Communication and dissemination materials

A number of materials will be released to support the project C&D activities. These are graphic materials, editorial products, an e-newsletter and several ad-hoc publications aimed at boosting knowledge transfer from ASTRABAT to its stakeholders.

### 4.1 Graphic materials

ASTRABAT will disseminate project-related information not only online but also at conferences and events (see chapter 5). To support offline activities and campaigns, ICONS will design two graphic products: a flyer and a roll up.

The **flyer** will be released in M6 and it will present the project main objectives and expected results, along with an overview of the consortium. The flyer will be developed by ICONS based on the ASTRABAT visual identity, with feedback and support from CEA. The **roll up** will be based on a similar layout and will be in English as well. Both the flyer and the roll up will be in English and available to partners in both digital and printed formats.

The production of other types of printed materials such as posters, postcards, folders etc may be considered in case of need.

### 4.2 Editorial products

The ASTRABAT editorial production will play a key role for the project C&D campaigns. A variety of **formats** will be considered to boost the effectiveness of the editorial activities. Such formats are: press releases, journalistic articles, interviews and videos. This multi-format strategy will allow ASTRABAT to reach out to different segments of the target audience via complementary communication channels. The editorial products will be posted on the project website, promoted on social media and further distributed through external channels, see chapter 7.

#### 4.2.1 Press releases

Press releases will be produced throughout the whole project duration. The goal is to raise awareness on the project and **spread any information** on ASTRABAT that could be relevant to target stakeholders. Examples are key project results or events.

Press releases will be prepared by ICONS with support from the featured project partners. The press releases will be in English and made available to the ASTRABAT consortium to encourage partners to promote them via their own corporate channels.



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## 4.2.2 Journalistic articles and interviews

A minimum of three independent journalistic articles and three interviews will be released over the course of ASTRABAT. Compared to press releases, they will explore broader topics and aim at **stimulating interest and debate** among the public and at raising awareness and acceptance of the ASTRABAT key values and ideas.

Articles and interviews will be written by professional ICONS journalists. They will be prepared in English and an easy-to-understand writing style will be adopted. Articles and interviews will offer a **balanced view** of the considered topics by collecting the opinions of different experts. Such an approach ensures a higher level of independency of the product. This in turn will help ASTRABAT be acknowledged as a trustworthy source of information, hence fostering uptakes by external media.

Besides the project channels, articles and interviews will be also published on [youris.com](https://youris.com), a major public communication portal on EU research and innovation directly managed by ICONS, see chapter 7.

## 4.2.3 Videos

The video format is extremely effective and engaging. The ASTRABAT video production comprises three items: a project presentation video to be released in M6, an intermediate video at M24, and a final video to be produced in M42.

The **presentation video** will provide an overview of the ASTRABAT goals and expected outcomes in an easy-to-understand way to users at large. The focus of the **video at M24** will be decided based on the project progress and needs. The **final video** will explain the ASTRABAT solutions and results from a visual point of view.

Videos will be made in English with sub-title and a non-technical language will be used to ensure comprehension from a wide range of stakeholders. The adopted style will be fresh, concise and appealing. The duration is expected to range between 1:30 and 2:00 min. They will be posted on the project YouTube channel and embedded on the ASTRABAT website, as well as promoted on social media and via dedicated press releases.

The videos will be made available to project partners as a supporting tool for dissemination online and in many offline contexts, such as: participation to third party events, presentations in workshops or clustering events, presentations to stakeholders and possible investors.



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## 4.3 E-newsletter

A project e-newsletter will be sent on a regular basis (indicatively, every 6 months) to the subscribers of the ASTRABAT website. The goal is to give subscribers **periodic updates** on the ASTRABAT activities and progress and to promote specific events and initiatives.

The newsletter issues will be in English. Partners are welcome to translate it into their local languages and to reuse and spread its content towards their own communities. Partners are also encouraged to make use of ASTRABAT contents in their own newsletters.

The e-newsletter will be produced and distributed with a dedicated Wordpress plugin. This tool provides statistics summarising the performance of the newsletter, e.g. in terms of number of recipients and open rate. This data will be part of the monitoring and impact assessment campaign carried out by ICONS, see chapter 8.

## 4.4 Knowledge transfer materials

Different materials will be developed to boost knowledge transfer and support dissemination and exploitation activities. These are technical publications and the ASTRABAT handbook and info-packs.

### 4.4.1 Technical publications

Over the course of ASTRABAT, academic partners will publish at least 10 scientific articles in **peer-reviewed** journals and conference proceedings. The papers will present the most innovative results achieved by the project.

This activity will enhance peer-to-peer dissemination, increase knowledge-sharing among experts, position ASTRABAT as a reputed source of research outputs in the scientific community, design new collaborative research proposals, stimulate new research collaboration and train students. The publications will comply with the EC **open-access** policy and acknowledge the European funding of the project.

The following open access journals could be considered for publications:

- [ACS Applied Energy Materials](#)
- [ACS Applied Materials and Interfaces](#)
- [Advanced Energy Materials](#)
- [ChemElectroChem](#)
- [ChemSusChem](#)
- [Electrochemical Communications](#)
- [Electrochimica Acta](#)
- [Energy & Environmental Science](#)
- [Energy Storage Materials](#)
- [Environmental Science: Nano](#)



- 
- [Ionics](#)
  - [Journal of Materials Chemistry A](#)
  - [Journal of Physical Chemistry C](#)
  - [Journal of Power Sources](#)
  - [Journal of the Electrochemical Society](#)
  - [NanoImpact](#)
  - [Nature Energy](#)
  - [Solid State Ionics](#)
  - [Synthetic Metals](#)

The following self-archiving repositories will be considered for making available manuscripts published by journals under green open-access:

- [Figshare](#)
- [Zenodo](#)

#### 4.4.2 Info-packs

At least two info-packs will be released in correspondence with main project achievements. The goal is to **support the replication and exploitation** of ASTRABAT results by packaging in a user-friendly way technical achievements and project facts. The info-packs will be developed by ICONS in the form of fact- and info-sheets, possibly with use of graphic elements such as infographics, with the contents being provided by technical partners.

The info-packs will be created in English and delivered in **digital form**. They will be distributed through the project online channels (website and social media), e-newsletter and dedicated emails to stakeholders and key associations, and via dedicated editorial products. Project partners will be also encouraged to contribute to the distribution of the info-packs via their own channels.

#### 4.4.3 Handbook

The project handbook will be released in M42 in electronic and printable format. The document will highlight project achievements, main exploitable results and **best practices and lessons learned** throughout the project. The layout will be designed and packaged by ICONS, with contents provided by technical partners. It will be publicly available on the website and on other online publishing platforms (i.e. Slideshare, Issuu) and widely promoted towards stakeholders.



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## 5 Events and clustering activities

Direct interaction with stakeholders is key to the project dissemination and exploitation activities. Such interactions will mainly take place at events and webinars, and via dedicated clustering activities with other projects.

### 5.1 Events

ASTRABAT partners will participate in different kinds of **external events** (such as conferences, fairs and workshops) on energy, batteries and electric vehicles. They will raise awareness on ASTRABAT, expand and engage with the community of interested stakeholders and help establish new synergies. Partners participation in events at national and local level will reinforce the networking potential of ASTRABAT towards national stakeholders and end-users.

At least three major events will be selected to officially present ASTRABAT. A list of relevant external events which may be attended by ASTRABAT partners is available in Annex III. ASTRABAT partners may also present the project at conferences and seminars organised by key organisations such as the European Green Vehicles Initiative Association (EGVIA), the Association of Automotive R&D Organisations (EARPA) and the EU.

A **workshop** will be organised at M30 by CEA (Task 8.5, D8.4) to collect feedback from stakeholders, increase acceptance of the applications developed and adoption from potential users.

ASTRABAT will also organise a number of **webinars**. These will tackle specific project topics and address professional and academic audiences. The webinars will be recorded and kept available on the ASTRABAT channels. They will be widely promoted both before and after the event to attract a wide audience and share the recording with the community of stakeholders.

ASTRABAT will organise a **final event** at the end of the project to present its final results. The event will be in the format of a workshop, conference or roundtable. The final event will be organised in coincidence with other sector-related EU events and initiatives. This will help raise visibility of the event and gather a larger audience in terms of academia and research representatives, industry players, stakeholders, policymakers and EC officers.

### 5.2 Clustering activities

ASTRABAT will support close cooperation and joint dissemination activities with other EU sister projects, initiatives and associations. Cross-fertilization and clustering will enable collaborative relationships between projects aimed at mutually boosting each other's visibility, hence reaching larger overall impacts. In particular, they will foster the connection of ASTRABAT results with international markets.



Possible collaborations among projects are: mutual promotion on project channels, invitation to and co-organisation of events, and participation to workshops organised by associations are EGVA or EARPA.

The clustering activities will be also carried out with the three other H2020 projects funded under the same call of ASTRABAT, i.e. SOLIDIFY, SAFELIMOVE, SUBLIME, with the organization of a common workshops.

More specifically, partners of ASTRABAT project who are already involved in H2020 projects on the topics of batteries will make the link with ASTRABAT. Table 4 reports the H2020 projects that could be considered.

Table 4: Project where involved ASTRABAT partners will link to the topics of ASTRABAT.

Project	ASTRABAT Partners	Main topic	Start-end
CoFBAT	CEA	Cobalt free batteries, stationary storage	2019-2023
COBRA	CEA, FhG	Cobalt free batteries, Gen 3b	2020-2023
ECO2LIB	CEA	Recycling, stationary batteries	2020-2023
HYDRA	CEA	Hybrid battery	2020-2024
DEFACTO	CEA, FhG, LECLANCHE	Modelling platform	2020-2023
MODALIS2	UMICORE	Modelling	2020-2023
3beLIEVe	FhG, CEA	Gen 3b	2020-2023
SUBLIME	FhG, CEA, UMICORE	Solid state battery	2020-2024
SOLIDIFY	FhG, LECLANCHE, UMICORE	Solid state battery, Gen 4b	2020-2023
SAFELIMOVE	UMICORE, CEA	Solid state battery Gen 4a	2020-2023



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## 6 Intellectual property management

Inventions will be protected by patents and an array of transfer mechanisms is envisaged for the initial communication plan, notably in the form of patenting and licensing, technical assistance and process standardization. For this purpose, a survey is carried out by CEA on orbit.

The CEA in collaboration with the other partners will identify key exploitation results and will perform patents following the consortium agreement.



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## 7 Online content distribution

ASTRABAT contents will be widely distributed online beyond the project and partner channels (website and social media). This will significantly increase both the audience size and diversity. An overview of the external channels which will be considered for the online distribution of ASTRABAT contents is reported in this section.

### 7.1 Web distribution

The web distribution of contents is based on news multipliers, the youris.com platform and the project partners websites. Other platforms and magazines will be searched for and considered during the project.

#### 7.1.1 News multipliers

News multipliers are portals and websites playing an important role in the circulation of both scientific and non-scientific information in the EU news circuit. They are key information gateways for journalists, media, researchers and the general public alike.

Over the years, ICONS has built a network of news multipliers that is continuously updated. These are visited daily by **millions of users** in Europe. Some are related to specific topics, whereas others are managed by or related to the European Commission. The news multipliers that will be considered for the distribution of ASTRABAT news are: [eu Agenda](#), Cordis Wire, [Alpha Galileo](#), [Phys.org](#), [World News](#) and [Science Daily](#). Other multipliers may be also considered throughout the project.

ICONS has set up syndication agreements with many of these multipliers to receive key **statistics on the performance** of the distributed contents. One example is the number of users who have read the posted news. These statistics are used for the C&D monitoring and impact assessment campaign carried out by ICONS, see chapter 8.

#### 7.1.2 youris.com platform

The [youris.com](#) portal is a major integrated audiovisual and news platform about European science, innovation, policy and research for web, social and TV media. It is owned and managed by ICONS and it is continuously updated with news on European Research and Innovation. The portal covers a large spectrum of research domains and has proven an **excellent multiplier** for contents generated from the outcomes of hundreds of European-funded projects. ASTRABAT articles and interviews will be published on both the project website and on youris.com, hence highly increasing the contents visibility.



### 7.1.3 Partners corporate websites

ASTRABAT partners are strongly encouraged to contribute to the web distribution of project contents via their own websites, see chapter 3. ICONS has established links with the communication officers of the partner organisations and will send them the editorial contents developed throughout the project for possible uptake.

## 7.2 Social media

Partners are strongly encouraged to take up ASTRABAT contents and interact (like, re-share etc) with the project channels via their own corporate channels. Moreover, posts will be created on the youris.com social media channels (Twitter, LinkedIn and Facebook) to promote the ASTRABAT contents published on youris.com (mainly articles and interviews, see chapter 4).

A number of actions will be considered to interact with and engage external social media channels and boost their uptake of ASTRABAT contents. Examples are:

- Re-tweet by other accounts, such as accounts managed by the EC or other battery-related initiatives;
- Direct, one-to-one messaging to relevant LinkedIn or Twitter accounts to invite selected stakeholders to explore ASTRABAT contents;

Moreover, the external **LinkedIn discussion groups** in Table 5 will be considered for the dissemination of ASTRABAT contents (more groups will be searched for over the course of the project):

Table 5: External LinkedIn discussion groups considered for the dissemination of ASTRABAT contents

Group name	Group members (as of March 2020)	Link
Automotive Industry Professionals	109,255	<a href="https://www.linkedin.com/groups/78017/">https://www.linkedin.com/groups/78017/</a>
Energy Professionals	104,750	<a href="https://www.linkedin.com/groups/2747/">https://www.linkedin.com/groups/2747/</a>
Battery pros	13,136	<a href="https://www.linkedin.com/groups/85295/">https://www.linkedin.com/groups/85295/</a>
Battery Management System	11,884	<a href="https://www.linkedin.com/groups/1606827/">https://www.linkedin.com/groups/1606827/</a>
Lithium Ion Battery	7,439	<a href="https://www.linkedin.com/groups/3912263/">https://www.linkedin.com/groups/3912263/</a>
Energy Flexibility – Storage, Electric Vehicles & Demand Response	5,934	<a href="https://www.linkedin.com/groups/4202957/">https://www.linkedin.com/groups/4202957/</a>



Green Energy Innovation and Technology	2,067	<a href="https://www.linkedin.com/groups/4484260/k">https://www.linkedin.com/groups/4484260/k</a>
Lithium-Ion Battery recycling	893	<a href="https://www.linkedin.com/groups/8481232/">https://www.linkedin.com/groups/8481232/</a>
Battery Technology - Battery Storage, Battery Systems, Hybrid & Electric Vehicles	297	<a href="https://www.linkedin.com/groups/13588621/">https://www.linkedin.com/groups/13588621/</a>
li-ion battery	246	<a href="https://www.linkedin.com/groups/4782719/">https://www.linkedin.com/groups/4782719/</a>
Renewable Energy & Battery Storage - Sharing News & Views	202	<a href="https://www.linkedin.com/groups/8350305/">https://www.linkedin.com/groups/8350305/</a>



## 8 Monitoring and impact assessment

The monitoring and assessment of the ASTRABAT C&D campaigns are key activities for the project. They provide a quantitative estimate of the impacts generated across the targeted stakeholder groups in terms of **awareness** and **acceptance**. In particular, high acceptance levels are a necessary requirement for **market uptake** of the developed solutions, as indicated in Figure 4.



Figure 4: Impacts generated by the ASTRABAT communication and dissemination activities.

ICONS has developed a solid monitoring and impact assessment **methodology** focused on the distribution of contents and the engagement mechanisms of all project communication activities and across all considered channels. The approach is based on a number of **indicators** that can be aggregated or singled-out in a flexible way to enable the analysis of each component and its determinants. These indicators represent the performance metrics of ASTRABAT and have been developed to be:

- **Measurable:** they can be represented numerically and analysed over time to identify trends, best practices and pitfalls;
- **Easy to understand** and to be used by project's partners, to ensure exploitation of the resulting analysis;
- **Repeatable:** they can be used and collected in a consistent way along project's execution;
- **Available:** sources are always accessible and available;
- **Timely:** they are made available every time a new communication or engagement effort is undertaken;
- **Reliable:** they are drawn from trusted sources in the online analytics world;
- **Insightful:** they provide knowledge around the effectiveness of the communication and engagement effort.

The monitoring of the adopted indicators and the assessment of the generated impacts (also via qualitative feedback from the direct exchange with the stakeholders) are continuously performed over the course of the project. This enables ICONS not only to monitor ASTRABAT communication impacts, but also to take corrective actions and improve performances and maximise impacts if needed.



The following sections provide a concise description of the methodology developed and implemented by ICONS. A more detailed description will be provided in D8.11 and the subsequent releases (D8.12 and D8.13).

## 8.1 Monitoring methodology

The monitoring methodology is based on **outreach and engagement indicators** calculated from data collected via dedicated web analytics and software tools. Outreach indicators measure online and offline communication reach with the aim of strengthening the impact on **awareness**. They provide an estimate of the number of people who came across a specific content. Engagement indicators measure the amount of interactions that stakeholders made with the content they came in contact with. They give an estimate of the project **acceptance**.

Outreach and engagement indicators are calculated for all public contents (news releases, articles, videos...) and channels (websites, social media, news multipliers). An overview of the indicators and tools used for publications is reported in Table 6 and Table Table 7.

In Table 7, total mentions represent the number of times **NUVI** found the considered content on the web pages and social media it monitors (Twitter, WordPress, Google+, Blogs, News, RSS, Tumblr, Automattic, Reddit, VK, Facebook, Youtube). NUVI is a real-time social monitoring platform used by ICONS to track the diffusion of the project online contents.

The sums of the indicators in Table 6 and Table 7 give the publications total outreach and total engagement values at the time of the data collection. The outreach and engagement values of each channel are calculated with different approaches (based e.g. on the total amount of webpages viewed or the time spent on them) but by using the same tools. Finally, ad-hoc indicators have been developed to estimate the outreach and engagement values generated by events such as conferences, webinars etc. based on the audience size.

Table 6: Outreach indicators for the assessment of the C&D campaigns.

Channels	Outreach indicators	Tool
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<b>Website</b>	Total visits on astrabat.eu	Google Analytics
	Unique visitors on astrabat.eu	
	Total visits on youris.com	
	Unique visitors on youris.com	
<b>Social media</b>	Twitter impressions on @astrabat	Twitter Analytics
	Twitter impressions on @YourIS_com	
	LinkedIn visualisations on @astrabat-project	LinkedIn Statistics
	LinkedIn visualisations on @youris-com	
	Facebook visualisations on @youriscom	Facebook Statistics
	Visualisations on ASTRABAT YouTube channel	YouTube counter
<b>News multipliers</b>	Impressions on multipliers	Provided directly by the multipliers or, in a minor number of cases, estimates based on a solid number of parameters leveraging time series and historical data

Table 7: Engagement indicators for the assessment of the C&amp;D campaigns

Channels	Engagement indicators	Tool
<b>Website</b>	Facebook likes and social shares on youris.com	youris.com social widget
<b>Social media</b>	Twitter engagements (clicks, likes, retweets, replies etc)	Twitter Analytics
	LinkedIn clicks, likes, comments and shares	LinkedIn Statistics
	YouTube likes and comments	YouTube counter
	Total mentions	NUVI
<b>News multipliers</b>	Multipliers' engagement metrics	Provided by the multipliers
<b>Other</b>	Other uptakes	Communicated by project partners to ICONS



## 8.2 Impact assessment methodology

Outreach and engagement indicators are not sufficient to assess the evolution of the acceptance level. The former only provide an estimate of audience size, not its interest level. The latter describe the interest and overall impacts on a community but should be read in conjunction with outreach to draw relevant conclusions on engagement. To this aim, a composite indicator is needed.

This indicator is the **Communication Engagement Index (CEI)** developed by ICONS. It will be used to **assess and evaluate the results and impacts of the project**. The CEI is a function of the outreach and engagement indicators and it is calculated as the ratio between total engagement and total outreach. It integrates all communication activities (i.e. publications, project website, social media, webinars, workshops/events, and other activities) into one single metric. Low values of the CEI indicate little interest by the target audience (compared to its outreach), while high values suggest high interest and engagement of the community.

The CEI will be also used for another analysis tool developed by ICONS, namely the impact quadrants as in Figure 5. In the plot, the x and y axes report the publication outreach and engagement values, respectively. Each publication is represented with a bubble whose radius is given by the CEI value. The two axes cross at the average values across the considered publications. The distribution of the bubbles enables the identification of the news which performed better in terms of outreach and engagement. This is a valuable tool to correct and fine-tune the project C&D strategy. The plot is dynamic, as the coordinates of the bubble vary with time as more data is collected.



Figure 5: Impact quadrants. Each bubble corresponds to one editorial publication.



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## 9 Conclusions

A multi-stakeholder, multi-format and multi-channel C&D strategy has been developed for ASTRABAT. The strategy is described in the present document and it will be implemented over the course of the project. In particular, the methodology adopted for the quantitative assessment of the impacts on society which will be generated through the considered C&D strategy has been outlined. All partners are expected to contribute to the project C&D campaigns via both online and offline activities. Future updates of the C&D strategy as well as intermediate results will be reported in the next releases of this document.



## 10 Annex I: Stakeholder mapping

Table 8 lists associations/organisations in the battery value chain that have been identified as relevant stakeholders for ASTRABAT dissemination activities. Partners members of such organisations will help disseminate ASTRABAT contents and results. ICONS will establish a link with those organisations where no ASTRABAT member is present and ensure proper distribution of contents.

Table 8: Target organisations and associations for ASTRABAT dissemination activities.

Name	Geographic area	Member Partner
<a href="#">Advanced Materials for Batteries S3P platform</a>	Europe	LOM (Valencia region is taking part and LOM as stakeholder), CEA
<a href="#">Alistore</a>	Europe	WUT, CEA
<a href="#">Battery 2030</a>	Europe	Fraunhofer ISC, WUT, CEA
<a href="#">EIT Raw Materials</a>	Europe	Fraunhofer ISC, CEA
<a href="#">European Battery Alliance</a>	Europe	CEA
RS2E	France	CEA
<a href="#">EU-COST-ACTION 2015CRM-EXTREME: Solutions For Critical Raw Materials Under Extreme Conditions. GA CA15102</a>	Europe	LOM
<a href="#">Association of Automotive R&amp;D Organisations (EARPA)</a>	Europe	CEA
<a href="#">European Ceramics Cluster</a>	France	UNILIM/IRCER
<a href="#">European Energy Research Alliance</a>	Europe	LEITAT, CEA
<a href="#">European Green Vehicles Initiative Association (EGVIA)</a>	Europe	CEA
<a href="#">European Innovation Partnership (EIP) in Raw Materials</a>	Europe	LOM (under the I pillar within the SIP of the EIP, takes part in the following Commitments/Action Groups: RESET and SUBST_EXTREME (Substitution of CRMs for materials under extreme conditions))
<a href="#">European Lithium Institute</a>	Europe	Fraunhofer ISC
<a href="#">Europe Makes Ceramic Network</a>	Europe	UNILIM/IRCER
<a href="#">Fraunhofer Battery Alliance</a>	Germany	Fraunhofer ISC

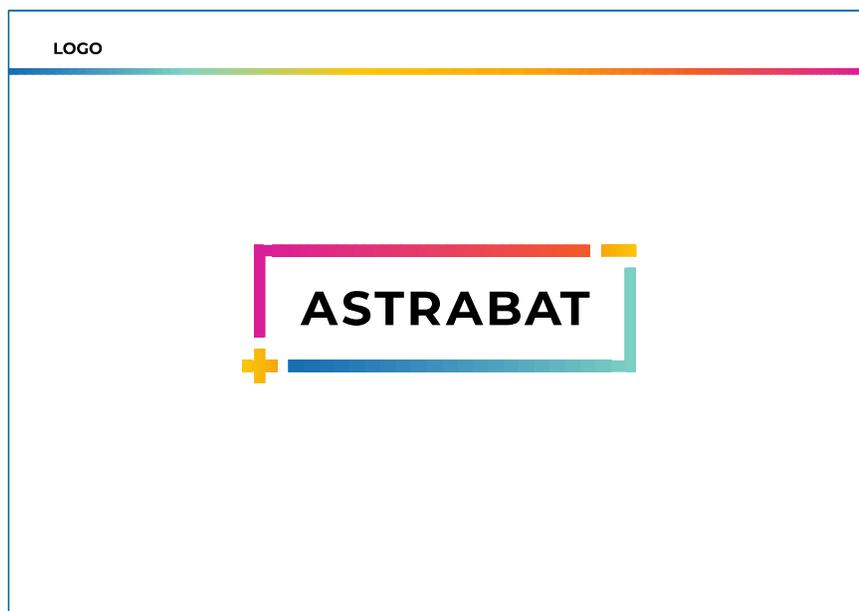


<a href="#">Fundacion Conama</a>	Spain	LOM (Cooperating with working groups in CONAMA)
<a href="#">H2020 Project MSCA RISE - AMITIE</a>	Europe	
<a href="#">Kompetenznetzwerk Lithium-Ionen-Batterien KLIB</a>	Germany	Fraunhofer ISC
<a href="#">Nano safety Cluster</a>	Europe	
PolStorEn (official national chemical energy storage network)	Poland	WUT



## 11Annex II: Project brandbook

This annex lists the screenshots of the main internal pages of the ASTRABAT brandbook. The brandbook is a document developed by ICONS to summarise the key aspects of the project visual identity. It is available to partners on the project collaborative e-room.



### LOGO AND BACKGROUNDS



**Main positive logo**  
For white and very light backgrounds



**Main negative logo**  
For black and very dark backgrounds



**Main logo black**



**Main logo white**

To be used only with backgrounds containing the colours of the logo (or similar ones).  
Please note that this is also valid for photographic backgrounds.

### ICONS



**Positive**  
For white and very light backgrounds



**Negative**  
For black and very dark backgrounds



**Black**



**White**

To be used only with backgrounds containing the colours of the logo (or similar ones). Please note that this is also valid for photographic backgrounds.



## COLOURS

## BASIC COLOURS

## ENERGY COLOURS



C 0	C 0	C 100	C 50	C 0	C 0	C 0	C 10
M 0	M 0	M 50	M 0	M 20	M 35	M 70	M 90
Y 0	Y 0	Y 10	Y 25	Y 100	Y 100	Y 90	Y 0
K 0	K 100	K 0	K 0	K 0	K 0	K 0	K 0
R 255	R 0	R 0	R 137	R 255	R 249	R 236	R 217
G 255	G 0	G 105	G 204	G 204	G 176	G 103	G 50
B 255	B 0	B 169	B 202	B 0	B 0	B 38	B 138
#ffffff	#000000	#0069A9	#89CCCA	#FFCC00	#F9B000	#EC6726	#D9328A

## TYPOGRAPHY

## Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

## Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

**Attention:** on MS Office applications (or whenever identity fonts are not available) please use **Tahoma** font family as a fallback solution.

Please consider that **Montserrat** is a Google Font and you can freely download it [here](https://fonts.google.com/specimen/Montserrat) (<https://fonts.google.com/specimen/Montserrat>).



## 12Annex III: List of external events

International events suitable for the ASTRABAT dissemination campaigns are reported in Table 9. The events span the time period until the release of the updated version of the present document (D8.11, June 2021). Possible ASTRABAT participants are reported in the table. However, their participation is not confirmed, especially due to the COVID-19 pandemic which could lead to the cancelation of many travels/events.

Table 9: List of external events which could be considered for ASTRABAT dissemination.

Date and Place	Event	Possible ASTRABAT participant
21 – 26/06/2020 Berlin, Germany	<a href="#">International Meeting on Lithium Batteries</a>	WUT
28/06 – 02/07/2020 Niagara on the Lake, Ontario, Canada	International Symposium on Polymer Electrolytes	Fraunhofer, WUT
6 – 9/09/2020 Brno, Czech Republic	<a href="#">Advanced Batteries Accumulators and Fuel Cells</a>	WUT
15 – 17/09/2020 Novi, Michigan, USA	<a href="#">The battery show</a>	
29/09 – 01/10/2020 Frankfurt, Germany	<a href="#">Battery Experts Forum</a>	
7 – 9/10/2020 Lyon, France	<a href="#">Batteries Event</a>	CEA
14/10/2020 Brussels, Belgium	<a href="#">EARPA 3rd FORM Forum 2020</a>	CEA
22 – 24/10/2020 Nice, France	<a href="#">International Energy and power supply Conference and Exhibition</a>	
2 – 5/11/2020 San Francisco, USA	<a href="#">Advanced Automotive Battery Conference</a>	YUN, LEC, UMI, DAI, NAN
4 – 5/11/2020 Limoges, France	<a href="#">Ceramic network</a>	UNILIM/IRCER
15 – 20/11/2020 Bled, Slovenia	<a href="#">International Battery Association</a>	Fraunhofer, WUT
16 – 20/11/2020	<a href="#">NanoSafe 2020</a>	CEA



Grenoble, France		
18 – 22/11/2020 Brussels, Belgium	<a href="#">Raw Materials Week</a>	LOM
14 – 15/01/2020 Zurich, Switzerland	<a href="#">International Conference on Advanced Batteries and Energy Systems</a>	
18 – 19/01/2021 Rome, Italy	<a href="#">International Conference on Electrochemical Power Sources and Batteries</a>	
11 – 15/03/2021 Sitges, Spain	<a href="#">International conference on multifunctional hybrid and nano</a>	
15 – 16/03/2021 London, UK	<a href="#">International Conference on Energy Storage and Storage Devices</a>	
12 – 16/04/2021 Hannover, Germany	<a href="#">Hannover Messe</a>	LEITAT, UNILIM

Other international events that could be considered for dissemination activities are listed at the following links:

- [journals.elsevier.com](https://journals.elsevier.com)
- [waste.org/batteries-conferences](https://waste.org/batteries-conferences)

