Grant Agreement N°875029

ASTRABAT Deliverable D8.2

ASTRABAT Presentation video and flyer

WP8, T8.1

Technical references

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Project Duration	January 2020 – June 2023

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Dissemination level[1]	PU
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Lead beneficiary	ICONS
Contributing beneficiary/ies	CEA, FRAUNHOFER, WUT, UMICORE, NANOMAKERS, DAIKIN, Université de Limoges, LEITAT, LECLANCHE, YUNASKO, ELAPHE, LOMARTOV, PSA
Due date of deliverable	30 June 2020
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[1] PU = Public, PP = Restricted to other programme participants (including the Commission Services) , RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

Versions

Version	Date	Beneficiary	Author
1	09/03/2020	CEA	Sophie Mailley
2	22/06/2020	ICONS	Giulio Mazzolo
3	22/06/2020	CEA	Sophie Mailley
4	29/06/2020	ICONS	Giulio Mazzolo

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Glossary

Term	Definition
C&D	Communication and Dissemination

Abstract

This deliverable reports on the development of the ASTRABAT presentation video and flyer. It presents the distribution strategy adopted to disseminate the two products across the project stakeholder groups. The document also describes how the video and the flyer will be incorporated in the methodology developed to assess the overall project communication and dissemination impacts.

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ASTRABAT

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1 Introduction

The project presentation video and flyer will play an important role for the dissemination of ASTRABAT towards its target audiences. Both products convey introductory information on the project and its scientific goals. The objective is to stimulate the users' interest on ASTRABAT and to invite them to discover more on the project by:

- Visiting its website (http://astrabat.eu/)
- Following and interacting with its social media channels (Twitter and LinkedIn)
- Getting in contact with the consortium

Both the video and the flyer have been produced by ICONS and validated by CEA. The two products are part of the overall project communication and dissemination (C&D) strategy and have been developed following the ASTRABAT visual identity (see Deliverable D8.1). Both the video and the flyer are in English.

The presentation video is the first audiovisual product to be released by ASTRABAT. Two more videos will be produced over the course of the project: one by M24 (focus of the video to be decided) and one at the end of the project to promote the main results of ASTRABAT. The flyer will be integrated by a roll-up poster, to be used at meetings and other events. These products too will be developed by ICONS as leader of the ASTRABAT C&D activities.

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2 Project video

The project presentation video provides a quick introduction to ASTRABAT. It acts as a call-to-action to invite viewers to discover more on ASTRABAT on the project website. The video addresses all ASTRABAT stakeholder groups, such as researchers, investors, industry, policy makers and the general public (see Deliverable D8.1). Given the diversity of the targeted audiences, the video was kept engaging but easy-to-understand to allow all stakeholders groups to familiarise with ASTRABAT. The video was designed for online distribution on websites and social media (see Chapter 4).

The video is 1:11 min long and available on the ASTRABAT YouTube channel:

https://www.youtube.com/watch?v=RzVAi4wCFiw

The video production consisted of the following steps:

1. **Concept identification:** ICONS developed three different possible video concepts. The concepts differed in their first part (the video introduction) but were identical in the second one (where ASTRABAT is presented). The three introductions focused on different aspects: one on the positive impacts of Lithium batteries on society and two on the need for a transition to clean mobility. CEA and ICONS agreed on developing the video on a combination of the last two concepts.

2. **Script writing:** a script was developed based on the selected concepts (see Annex I). As mentioned above, the adopted language and style are non-technical to make the video understandable by the widest possible audience. The length of the script was set based on the targeted video duration of approximately one minute (ideal for web videos).

3. **Voice-over recording:** the script was read and recorded by a professional speaker.

4. **Video making:** the ICONS video maker combined appealing and engaging footage with the voice-over and a selected soundtrack. Graphic interventions were made to improve the overall look and include elements such as key sentences and data. The sentences have been displayed to serve as subtitles as well, especially for users watching the video on social media without audio.

Some screenshots extracted from the video are available in Figure 1. The video will be embedded on the homepage of the project website to be immediately visible to new users. The video file will be made available to partners on the ASTRABAT collaborative e-room.

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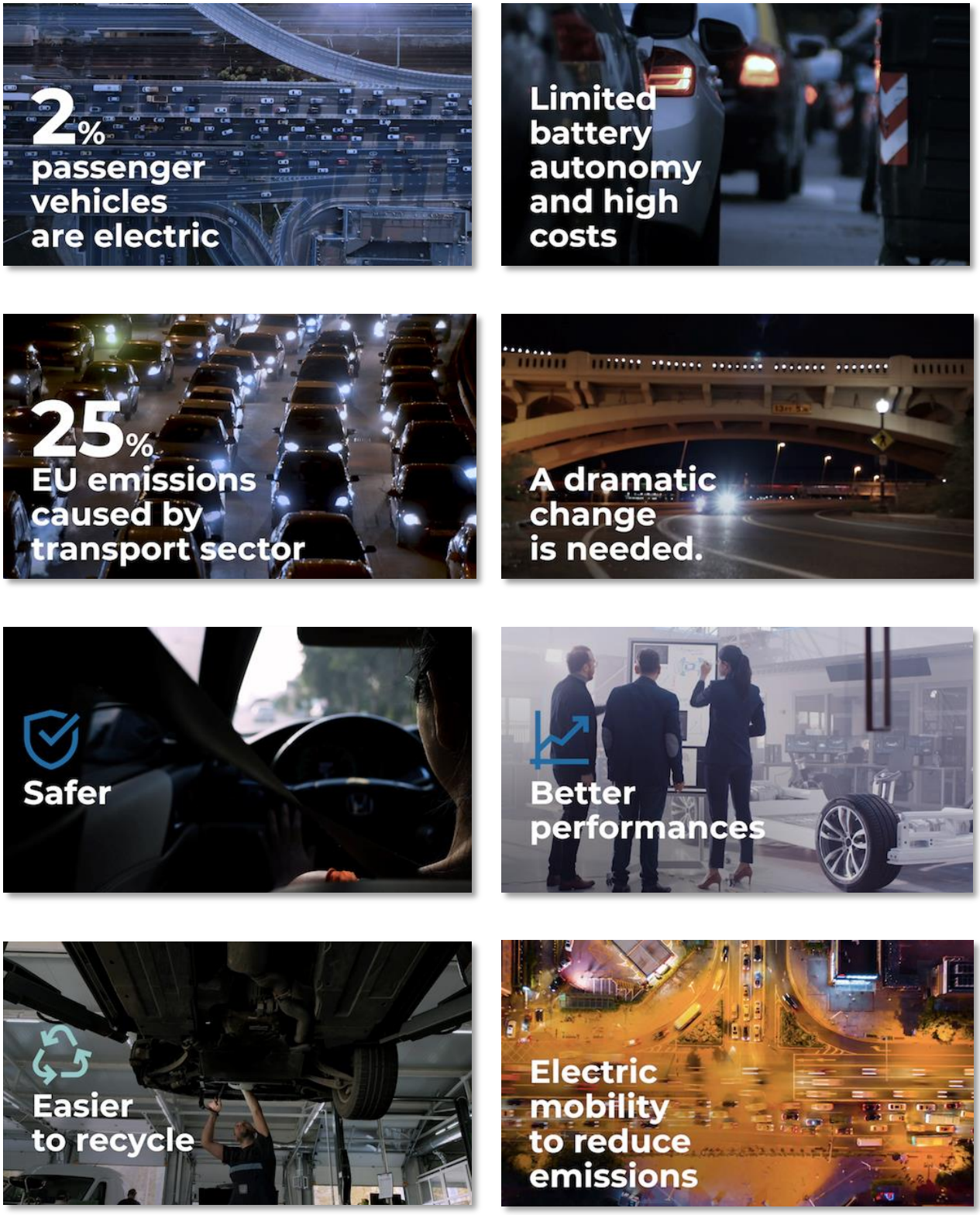

Figure 1: Some frames of the ASTRABAT presentation video.

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3 Project flyer

The flyer will act as a support tool for project dissemination at events, conferences and fairs. Its goal is to stimulate the curiosity of stakeholders and invite them to visit the project website and discover more on ASTRABAT. A digital version for web distribution is available in the Project section of the ASTRABAT website.

The flyer is based on a twofold layout consisting of four pages. In closed format it measures 148 mm x 210 mm. The four pages are designed as follows:

- **Page 1 (front cover):** it displays the project logo and payoff.

Figure 2: Front cover of the ASTRABAT flyer.

- **Page 2 and 3:** the left page is an introduction to the current challenges faced by the transport sector and why an initiative such as ASTRABAT is needed. The right page offers a concise description of the main goals of ASTRABAT and the targeted benefits of the battery cell developed by the project.

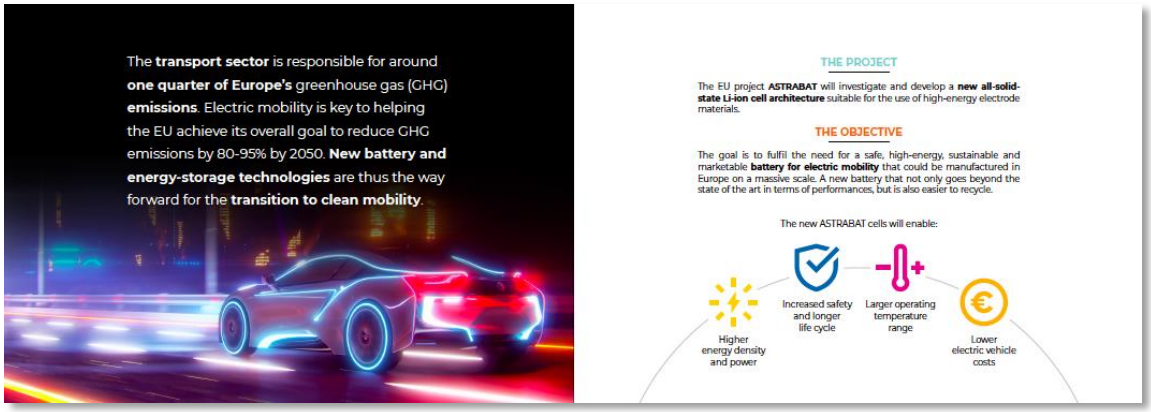

Figure 3: Internal pages of the ASTRABAT flyer.

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- **Page 4 (back cover):** it provides the links to follow ASTRABAT on the web and social media, as well as the contact of the project coordinator. It also offers an overview of the project's consortium. The EU flag, the reference to the Horizon 2020 funding and the ASTRABAT Grant Agreement number are reported at the bottom of the page.

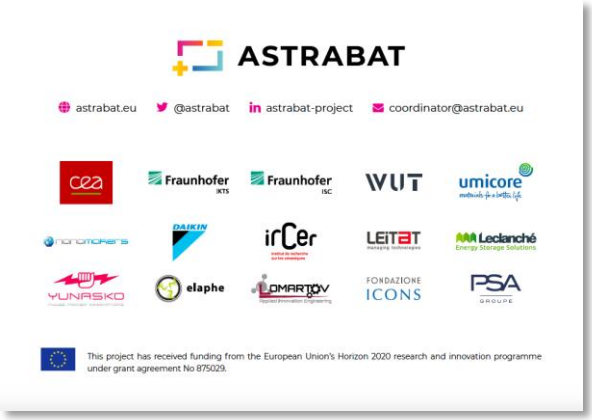

Figure 4: Back cover of the ASTRABAT flyer.

Over the course of the project, ICONS will print 1,500 copies of the flyer. These will then be distributed among partners. The printable version of the flyer will be made available in the collaborative e-room to allow partners to print more copies in case of need.

4 Dissemination and monitoring

A distribution campaign will be launched to disseminate the video and the flyer. ICONS will promote both products on the ASTRABAT social media channels, on external LinkedIn discussion groups and through a network of news multipliers via a dedicated press release (see Deliverable D8.1 for the list of such 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. Project partners are expected to contribute to the online dissemination of the two products via their own C&D channels and stakeholder groups.

Although it will also be distributed online, the project flyer will be mainly disseminated at physical events such as conferences, workshops and fairs. The video, which will mainly circulate on the web, is available to partners who would like to show it at events to better present and disseminate ASTRABAT.

ICONS will monitor the performance of the video on the online channels where it will be distributed. This activity is part of the ASTRABAT C&D impact assessment strategy outlined in Deliverable D8.1. The most relevant data will be the amount of views collected by the video (calculated with the view counters of the social media platforms where the video will be posted) and the average view time (provided by the YouTube analytics).

ICONS will also monitor the performance of the flyer. The amount of downloads of the PDF version on the ASTRABAT website will be calculated via website analytics. A more challenging task will be the calculation of the number of copies distributed at events. Project partners will be asked to keep track of such copies, but given the difficulty of providing an exact estimate, the result will be more likely subject to a significant uncertainty.

Reports on C&D activities (and hence on the video and flyer performance as well) will be included in Deliverables D8.11, D8.12 and D8.13. ICONS will also use the collected monitoring data to evaluate possible corrective actions to maximise the impacts on society generated through the project C&D activities.

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5 Conclusions

The ASTRABAT presentation video and flyer are two key dissemination tools. They are fully integrated in the project multi-stakeholder, multi-format and multi-channel C&D strategy. They are in line with the ASTRABAT visual identity and will be widely disseminated via online channels and at physical events to present the project in an engaging and easy-to-understand way. ICONS will monitor and estimate their performance and regularly report on the C&D impacts achieved.

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6 Annex I: script of the ASTRABAT presentation video

To date, only 2% of the world's passenger vehicles are electric

due to factors such as limited battery autonomy and high costs.

But with the transport sector causing a quarter

of Europe's green-house gas emissions,

a dramatic change is needed.

The EU project ASTRABAT

is designing a new solid-state lithium-ion battery

that will make electric vehicles

more powerful,

more autonomous,

safer,

cheaper,

and able to work over a broad temperature range.

A new battery that not only goes beyond the state of the art in terms of performances,

but is also easier to recycle.

Discover more about how ASTRABAT

will foster the widespread adoption

of electric mobility

and help Europe reduce its green-house gas emissions.

ASTRABAT: new efficient Lithium batteries for electric vehicles.

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