



# Communication and Dissemination Plan

E2DRIVER H2020 project

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Project **E2DRIVER**

“Training on energy audits as an Energy Efficiency DRIVER for the automotive sector”

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## ABBREVIATIONS

**CA:** Consortium Agreement

**C&D:** Communication and dissemination

**EC:** European Commission

**GA:** Grant Agreement

**GDPR:** General Data Protection Regulation

**IPR:** Intellectual Protection Rights

**KPI:** Key Performance Indicator

**SC:** Steering Committee

## PROJECT PARTNERS

**CIRCE:** Fundación CIRCE Centro de Investigación de Recursos y Consumos Energéticos

**FRAUNHOFER:** Fraunhofer Gesellschaft zur Förderung der Angewandten Forschung e.V.

**POLITO:** Politecnico di Torino

**EPROPLAN:** EPROPLAN GmbH Beratende Ingenieure

**SINERGIE:** Sinergie Società Consortile a Responsabilità Limitata

**ENGIE:** ENGIE Lab CRIGEN

**SERNAUTO:** Asociación Española de Proveedores de Automoción

**AEN:** Automotive.Engineering.Network – Das Mobilitätscluster e.V.

**MESAP:** Centro Servizi Industrie SRL

**MOV'EO:** Pole Mov'eo – Mobility Competitiveness Cluster

**EPC:** EPC Project Corporation Climate. Sustainability. Communications. mbH

**MERIT:** MERIT Consulting House

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## PUBLISHABLE SUMMARY

This Communication and Dissemination Plan is designed to effectively reach the project's main target groups. The goal of the plan is not only to inform about E2DRIVER, but to pave the way for the engagement of stakeholders and pilot/replication companies in the training and networking process of E2DRIVER. The strategy and measures described in this document are the basis for the communication and dissemination campaign of all E2DRIVER partners at the international and national level. The Communication and Dissemination Plan defines the overall framework for all related actions and thus ensures smooth, comparable and coordinated activities in all countries. The basis for coordinated activity among partners is a survey that aimed at pinpointing specific motivations and capabilities of partners to contribute to the communication and dissemination of the project's information and results. The plan furthermore aims at approaching associated umbrella organisations in the field of energy efficiency, energy training and relevant policy makers to effectively widen the reach of the dissemination work.

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## 1 INTRODUCTION

The E2DRIVER project aims at training small and medium-sized automotive supplier enterprises on energy efficiency and energy auditing in order to curb wasteful energy expenditure, reduce carbon emissions and save companies' costs. To achieve this, the E2DRIVER approach focusses on an innovative learning platform that serves a dual role: as a depository for training material adapted to companies' needs and as a networking hub for all things related to energy efficiency and energy training. To reach out to the various stakeholders involved in the project, a versatile Communication and Dissemination (C&D) plan has been developed as part of the third deliverable (D6.3) of the WP6 dealing with communication, dissemination and networking activities of the project. The distinct characteristics of stakeholders require the activities established in this plan to take a diverse approach in engaging individual target groups in an effective and meaningful way. The different roles and capabilities of E2DRIVER partners will help engage specific stakeholders. A survey was conducted among the partners to determine the most sensible application of the partners' varied abilities in reaching out to important stakeholders.

The C&D plan identifies diverse groups that play key roles in the successful progression of E2DRIVER, and determines a variety of activities, materials and channels used in the engagement process. To begin with, central to the formation of the learning process and the training platform are 12 pilot and 28 replication companies that are involved in the design of training materials. They are the first primary audience that is reached out to and involved through this C&D plan. A second target audience are end users involved in E2DRIVER as well as the general public. Disseminating key messages of the benefits of E2DRIVER among the general public plays a crucial role for generating widespread societal interest in energy efficiency. In addition, displaying the benefits of E2DRIVER publicly fosters among company employees an increased awareness and broad acceptance of the necessity of reducing energy consumption, pushing them to improve their behaviour towards energy efficiency.

Moreover, E2DRIVER will rely on the training platform's networking features to foster mutual learning and collaboration among energy experts, the scientific community and companies to ensure knowledge exchange across sectors and countries. Messages and activities tailored to these groups are hence set forth in the C&D plan. The role of communication and dissemination of results ultimately plays a crucial role in helping decisionmakers create informed policy. Relaying the results and key developments, lessons learned, and socioeconomic analyses to the EC, energy authorities, and local and national governments provides them with important takeaways regarding the conditions and factors that foster or hinder effective implementation of energy efficiency measures.

This deliverable integrates D6.4 – Mid-term Project Dissemination and Communication material – into its characterisation of main activities. Furthermore, the engagement of pilot and replication companies – D6.2 – is based on the strategy set forth in this deliverable, which is indirectly related to all other deliverables where pilot and replication companies are indispensable (e.g. D2.2).



## 2 COMMUNICATION STRATEGY

### 2.1 Aim and Intent

The E2DRIVER Communication and Dissemination strategy addresses:

- (i) Communication to disseminate activities within the partner's countries;
- (ii) Europe-wide communication where dissemination and communication activities are executed from a global perspective, considering the project's networking capacities.

The plan will undergo continuous updates (in months 18, 24 and 36) during the project lifetime to ensure effective resource management and high-quality standards. The document will define processes for the elaboration of key messages and checks on both levels (regional and European) to guarantee they are in-line with the overall communication and dissemination strategy.

### 2.2 Target Groups

E2DRIVER needs to strongly engage its target groups, to enable their active contribution during the project as well as the further replication and exploitation of the project's results. The dissemination activities will primarily target the following stakeholder groups:

- **Management bodies from companies:** EU companies who will be made aware of the benefits they can achieve by implementing the E2DRIVER methodology as well as documents and tools available for their use in the E2DRIVER platform. This group includes pilot and replication companies, members of the advisory board, companies part of the E2DRIVER community and companies involved as audience for E2DRIVER results.
- **End users:** End users of the E2DRIVER process are another primary target group of the project. Tailormade messages about energy efficiency will educate them on the advantages of E2DRIVER they can obtain from improved behaviour towards energy efficiency and energy audit uptake. The knowledge and skills obtained from training courses made based on the employees needs will gear them towards an incisive implementation of energy efficiency and auditing measures. End users include employees of E2DRIVER pilot and replication companies.
- **General public:** The general public is a key part of the project. Public announcements and messages will inform them about the steps E2DRIVER will take in the final reduction of energy consumption in companies, and how the project's measures lead to benefits, such as better climate, for the public at large. The general public includes citizen and consumer organisations in partner countries.
- **Technical experts and scientific community:** E2DRIVER related audience are trainers, consultants, technology providers and installers as well as associations and platforms of importance from these sectors, environmental organizations, finance and insurers and scientific community. These groups include EERA, IET, EUA, EUREC, EARTO, IEA. Technical publishable results reporting the methodology performance and energy efficiency improvements will help share experience among these stakeholders and enhance project impact and exploitation potential.

- **Public authorities:** EC, National Energy Agencies, regional local authorities, permitting bodies and municipalities with competences in the field of audits, energy efficiency and other topics related to E2DRIVER are the objective of these dissemination activities. This group specifically includes city and regional authorities at the pilot countries, DG-ENER, EEIP, KIC InnoEnergy and EU-ASE. Local economy fostering as well as energy dependency reduction are key. Feasible energy efficiency measures will raise awareness and accelerate regulatory processes.

## 2.3 Visual Identity

To provide an easily identifiable and memorable identity of E2DRIVER, EPC has developed a clear project branding with a unified vision in compliance with EU guidelines. A project internal style guideline has been created to ensure the identity is cohesive and consistent for all E2DRIVER communication and dissemination activities. It contains design rules regarding the use of the logo, the E2DRIVER colour scheme, fonts and other conventions and is shared in the EMDESK intranet with all partners.



Figure 1: E2DRIVER logo

The E2DRIVER logo consists the word “E2DRIVER” spelled out across a white background (Figure 1). The bottom part of the number 2 is stretched out underneath the word DRIVER. It contains various points representing “nodes” that reflect the progression of E2DRIVER. After each node, the colour changes along the path of the number 2: the nodes symbolise moments where E2DRIVER companies and its community share and update acquired skills and experiences on energy efficiency and pass it on to other members of the community to further improve upon the knowledge, creating a continuous cycle of peer-to-peer skill sharing. The colour green was chosen as the main colour in the E2DRIVER visual identity, while orange and aqua were chosen as a complementing tone (Figure 2 and 3).

### Main colours



Figure 2: E2DRIVER green (#adc33d), E2DRIVER orange (#dc931a), and aqua (#6fb6c4).

### Accent colours



Figure 3: E2DRIVER dark green (#5b9e43), E2DRIVER brown (#967c2f), and violet (#32357e).

The E2DRIVER logo, the EU emblem, the photo containing the main theme of E2DRIVER as well as a collection of photos that are also displayed at the E2DRIVER website were also made available for all partners in the intranet.

### 2.3.1 Information on EU Funding – Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- display the EU emblem and
- include the following text:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847038

For infrastructure, equipment and major results: “This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847038”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

### 2.3.2 Disclaimer excluding Agency responsibility

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains, as follows:

“Responsibility for the information and views set out in this document lies entirely with the authors”

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced.

### 2.3.3 Templates

Templates for deliverables, slides, agendas and minutes that are all in line with the overall E2DRIVER visual identity were produced and made available to all partners (Figures 4 and 5).



Figure 4: Templates for agendas, minutes and deliverables.



Figure 5: Templates for slides.

## 2.4 Language

The language of the communication campaign is clear and factual. The specific wording, however, is to be tailored to the respective communication material, the media-related characteristics and the relevant target groups. Aiming at a more specialised audience, the text of the several dissemination materials may show a higher level of complexity and usage of more specific terminology than the website and the social media channels, which are customised for the general public.

To reach an international audience, the main E2DRIVER website, social media channels, the newsletter and several dissemination materials are provided in English. However, since the project's conception does entail numerous actions of the local popularities in the partner countries, translation of dissemination materials to the respective national languages will be required in many cases. While some dissemination materials will be translated within the E2DRIVER project by the participating partners, the integration of the translation will in some cases be done EPC.

## 2.5 Key Messages

The key messages were developed according to the basic features of E2DRIVER and are designed to characterise the project:

- E2DRIVER aims at training automotive companies from four European countries on energy efficiency by means of an innovative learning platform in order to reduce energy consumption
- E2DRIVER will support policy makers, national and regional stakeholders to foster the implementation of energy efficiency measures
- The E2DRIVER training methodology puts people at the centre by adapting it to the needs of automotive companies and encouraging knowledge exchange among peers
- E2DRIVER will involve actors from industry, science, business and civil society to create a network of engaged stakeholders promoting the knowledge and experience on energy efficiency

A written project identity will be prepared by EPC. This is a description of E2DRIVER in different lengths (one sentence, one paragraph and half page) to be used whenever required. The project identity texts will be made available in the EMDESK intranet for all partners, the longer description will also be integrated on the website.

### 3 COMMUNICATION TOOLS

#### 3.1 Website

The E2DRIVER website (Figure 6) is a fundamental tool for the project's interaction with the public and so a determined effort will be made to present information in a manner that can be understood by members of the public. The project's website, [www.e2driver.eu](http://www.e2driver.eu), was launched in August 2019 and is hosted by EPC, partner of the E2DRIVER consortium. The website includes key information on E2DRIVER, such as the project's objectives, participating partners, general information about the E2DRIVER methodology and network, news and events. The website is also linked to the E2DRIVER social media channels, to all partners' websites and hosts the embedded registration form for the E2DRIVER newsletter. EPC is regularly collecting information about upcoming and attended events and news from all partners to publish this information on the website and also on the E2DRIVER social media channels. The language of the website is English.

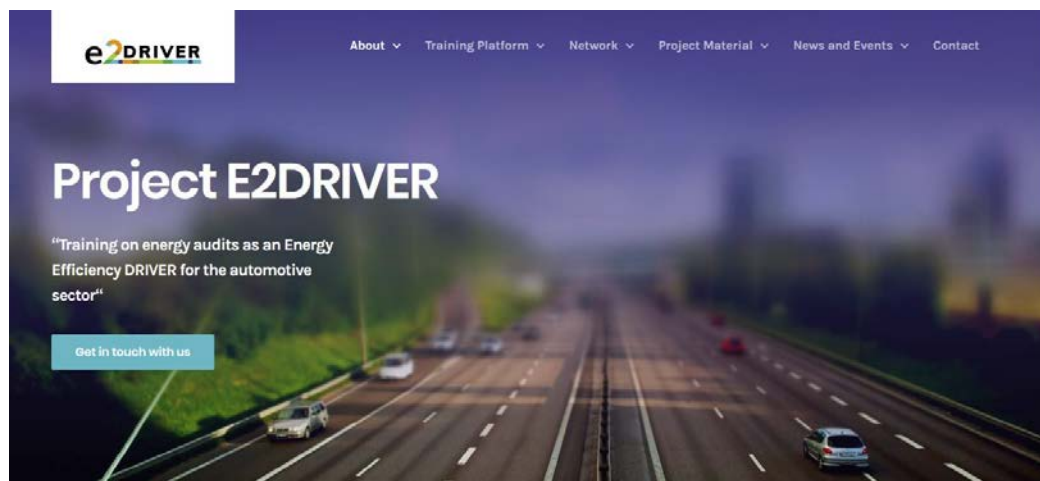


Figure 6: Start page of E2DRIVER website.

#### 3.2 Social Media Channels

Social media channels play a major role in interacting with the E2DRIVER target groups, the Community of Interest and the general public throughout the project lifecycle. They can engage users to participate in E2DRIVER events and activities and will constantly direct traffic to the E2DRIVER website. To maximise the dissemination of results and the coverage of the project, E2DRIVER social media channels were launched in September 2019. Posts will include new results published on the website, workshops, conferences, events and news regarding energy efficiency, the automotive industry and energy training. The existing social network channels of the consortium partners, projects, networks and other multipliers in the field of energy efficiency will be widely exploited to maximize the impact of E2DRIVER towards multiple and broad audiences.

While all social media channels are hosted by EPC, entries will be generated with the input of all partners. Partners are encouraged to share photos and information of events visited with EPC to be uploaded in the news section of the website and in social media. EPC will regularly ask the partners for



updates. If partners use their own channels to spread information about E2DRIVER, they are encouraged to use #e2driver or to link to the website of E2DRIVER. Within the lifetime of E2DRIVER, all social media channels will be regularly administered, and the network of followers and relevant stakeholders will constantly be expanded to ensure an appealing and up-to-date online presence of E2DRIVER.

### 3.2.1 Twitter

Twitter is one of the most effective channels in the journalistic community. A high percentage of journalists, publishers and developers use Twitter, also numerous EU-funded projects, bioeconomy clusters and most relevant bioeconomy institutions are present on Twitter. Twitter accounts of these relevant stakeholders are followed and relevant news from the network will be supported by likes or retweeting. The E2DRIVER Twitter account (Figure 7) is accessible at <https://twitter.com/e2driverproject>.

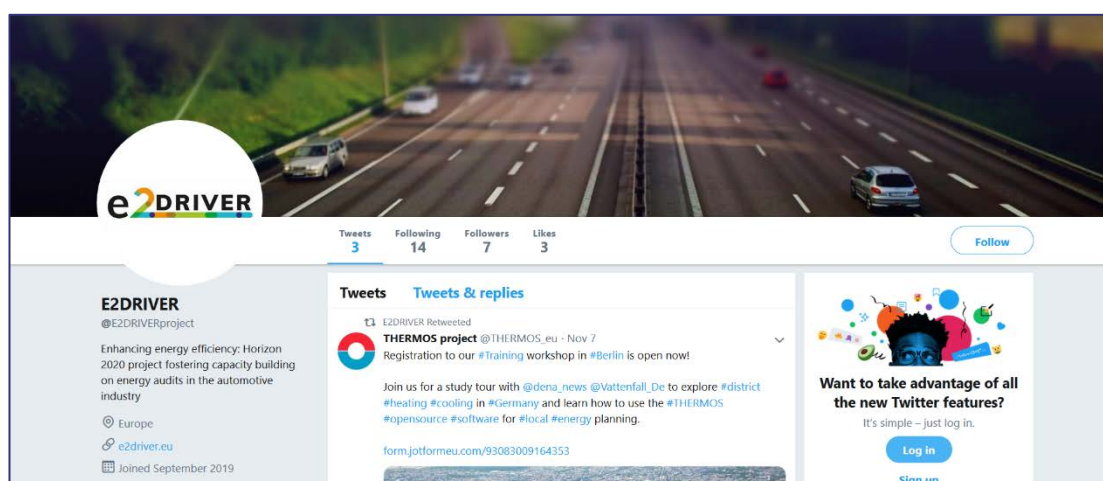


Figure 7: E2DRIVER Twitter account.

### 3.2.2 LinkedIn

LinkedIn is a business network. Especially stakeholders who might not use Twitter often have a LinkedIn account. Relevant stakeholders from the E2DRIVER target groups will be added to the LinkedIn network. Partners will reach out to relevant partners from their networks plus any contacts from other energy efficiency-related projects and events. The E2DRIVER LinkedIn account (Figure 8) is accessible at [www.linkedin.com/in/e2driverproject](http://www.linkedin.com/in/e2driverproject).



Figure 8: E2DRIVER LinkedIn account.

### 3.3 Project Newsletter

A registration form for the E2DRIVER newsletter is integrated to the website. The newsletter will be administrated with the application MailChimp and uses the double opt-in procedure according to data protection issues of GDPR. The list of subscribers is hosted by EPC. The E2DRIVER newsletter will be available online via the website and online mailing lists to communities of stakeholders. The newsletter will include information on project activities, announcements of calls, conferences and events, and news updates on relevant events and developments. Whenever possible, the project will use external resources, such as news servers, scientific portals, etc. to enlarge its dissemination radius and audience. Alongside with the project reports, newsletters will be used to synthesise the results and redirect the readers to the specific E2DRIVER web link. The frequency of the E2DRIVER newsletter will be quarterly to every six months.

All newsletter subscribers will receive a short paragraph in each section showing information on the newest developments in E2DRIVER. The rest of the news will be linked to the news section on the E2DRIVER webpage, where the entire article will be published.

### 3.4 Press releases and entries on relevant platforms

Press releases are issued to national and international media all throughout the project to inform the public and improve public perception. Partners will actively follow up the releases to assure maximum coverage. Most of the press releases will be targeted at the audience of public oriented media including newspapers and internet platforms/ online news channels, particularly those targeting the set target groups. Entries on topic-relevant platforms are planned as well. These comprise printed and online media in the field of energy efficiency, automotive industry and energy training.

In June 2019, the first official E2DRIVER news entry was issued by the partner MESAP in English and released on the [webpage](#) of the European Cluster Collaboration Platform. All future press releases will



be announced via the E2DRIVER social media channels where the news is shared by partners and other contacts. At least 10 press releases and entries will be issued in the lifetime of E2DRIVER.

### 3.5 Communication tools and outreach of partners

In order to spread news and results of E2DRIVER more effectively, all partners will participate to varying degrees in the dissemination of project results and communication of news and activities. In an online survey that was conducted in November 2019 all consortium partners were asked about their strategies to communicate and disseminate project results. The survey also helped identify their interests and capabilities in this process.

The first part of the survey pinpointed the target audiences that consortium partners can reach via their communication channels. Figure 9 shows stakeholders that are most likely to be informed through independent C&D activities by E2DRIVER partners. Technical experts, the automotive industry and policymakers constitute the bulk of groups that will receive information about key results and developments in E2DRIVER. The development of C&D materials and channels can be thus be tailored accordingly to address these target audiences.

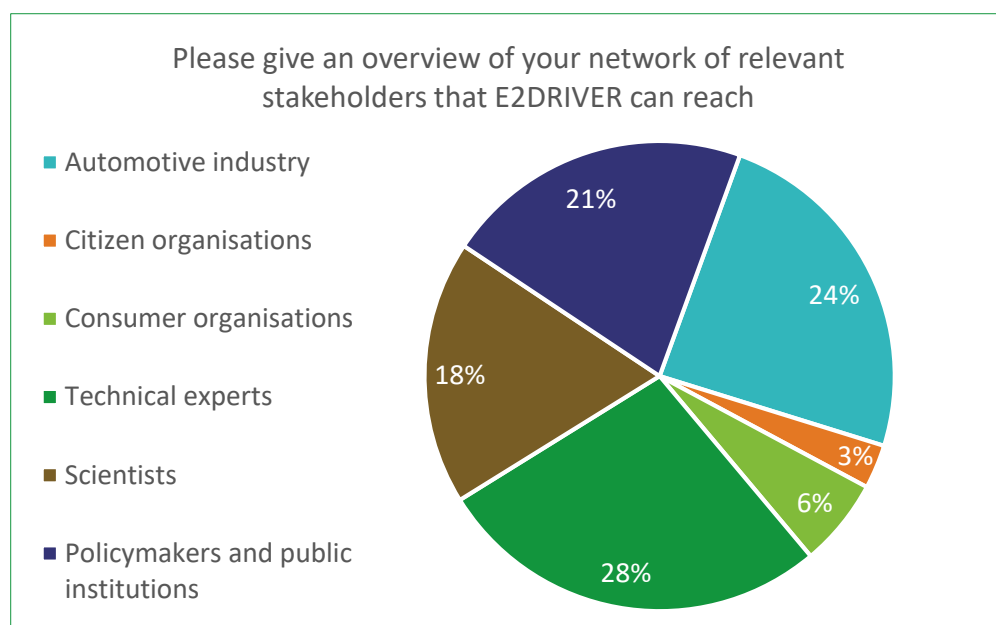


Figure 9. Target groups most likely to be reached by E2DRIVER partners

While having access to specific stakeholders is important, it is the size of the network that truly realises the communication potential in terms of results published and information spread via social media, newsletters and other means. As is evident from Figure 10, two thirds of the consortium have networks larger than 50 contacts. It is a good indicator of the outreach E2DRIVER can achieve because a large network of contacts can further multiply information to other, indirect target groups that might be of interest to E2DRIVER and that, in turn, can also profit from the project.

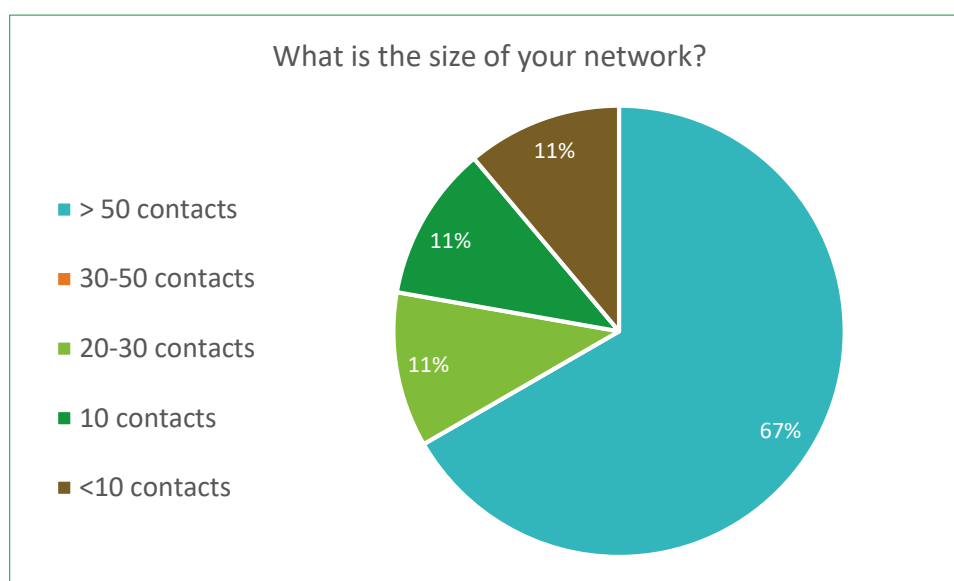


Figure 10. Size of E2DRIVER partners' outreach networks

The effectiveness of C&D activities can be improved if an organisation has its own public relations or communication manager. As Table 3 indicates, most partners (70%) have such a person in their company or institute, making it easier to distribute project results and spread news about E2DRIVER.

Do you have a public relations manager/communication manager in your institute or company?	
Yes	70%
No	30%

Table 3. Communication managers in partners' organisations

### 3.5.1 Partners' internal communication channels

While E2DRIVER uses channels such as Twitter and LinkedIn, as well as newsletters, press releases and the website, partners' use of their own standard communication channels can multiply the rate at which E2DRIVER-related information is spread. As Figure 11 indicates, all partners have a website, so they will be able to reach their target audiences most easily via news updates or press releases on their homepages. Two thirds of the partners also have social media such as Twitter or LinkedIn that they will use to inform their followers about the newest developments in E2DRIVER. As indicated in section 3.2, all partners are encouraged to use #e2driver in their posts to refer to the project. Consortium partners have a relatively large network of followers on social media (anywhere between 100 and 70,000). Press releases and newsletter are less frequent means of communication – 22% and 44%, respectively. While newsletters are published two to four times per year (Table 4), they have great outreach, since cluster partners in particular report up to 6000 newsletter subscriptions. Press releases are published at most once a year only. This being the case, partners who use press releases will employ their own communication guidelines to publish E2DRIVER news and results.

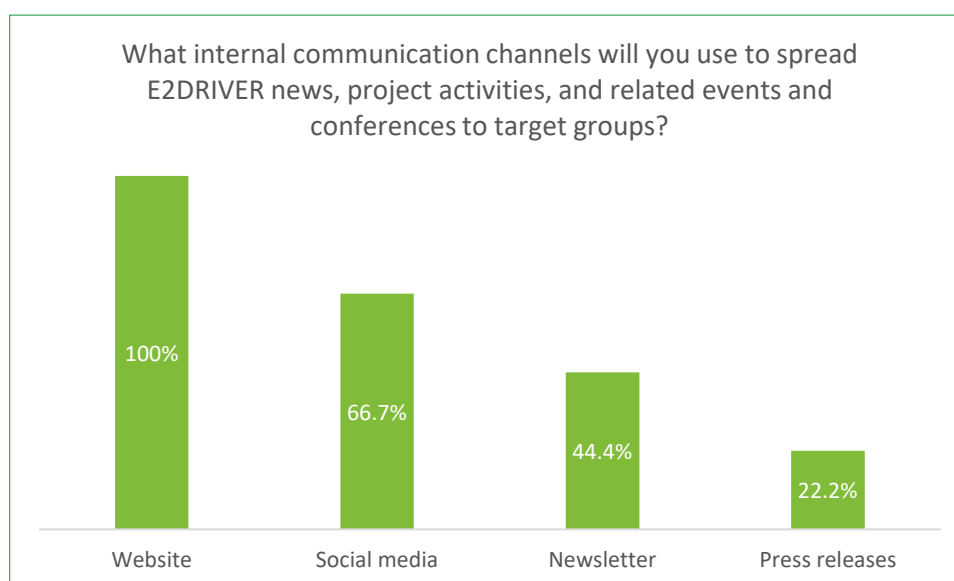


Figure 11. Communication channels employed by partners

Table 4. Frequency of newsletter and press release publications

How often will you be able to publish newsletters?		How often will you be able to publish press releases?	
Every three months	50%	Two to three times a year	0%
Twice a year	50%	Once a year	75%
Once a year	0%	Less than once a year	25%

Compared to press releases, newsletters and social media might seem to be a more productive use of partners' resources. This is so not only because of their more frequent use, but also because their greater numbers of subscribers and followers. Nonetheless, individual press releases by partners are still encouraged. Any information that is spread about E2DRIVER increases the project's visibility and helps promote its presence and thus important results and developments in energy efficiency.

## 4 DISSEMINATION MATERIAL

### 4.1 General Project Presentation

The general project presentation was designed to give a general overview of E2DRIVER at fairs, meetings, conferences, workshops and related events (Figure 12). It is made available to all partners in the E2DRIVER intranet EMDESK in pptx format and can be adapted to the specific needs of the partner presenting. This presentation will be updated as project progresses in order to communicate specific intermediate results. This will be done by EPC based on the results from deliverables and the summaries of the Periodic Reports.



Figure 12. Power Point presentations. Selected slides from the E2DRIVER general project presentation

Figure 13 shows the likelihood of using the project presentation at every event. As is evident, only about a third of partners will use the presentation at every event or conference, while almost half will use it at fewer than half of events they visit. This can be explained by the fact that some partners will attend workshops or conferences where they are not always able to directly present E2DRIVER to the audience but are able to engage target groups through direct conversation.

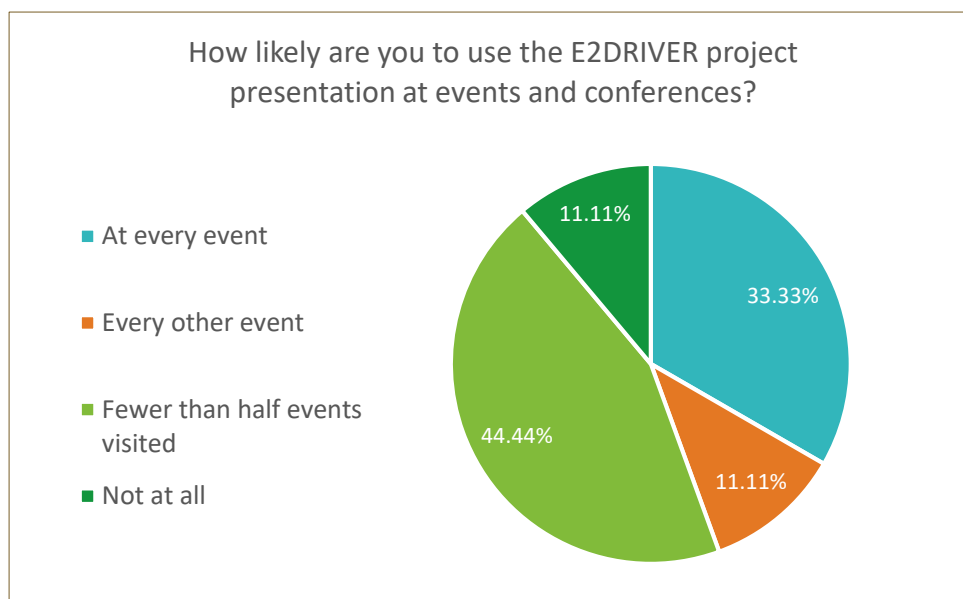


Figure 13. Partners' use of PPT presentations at events

## 4.2 Brochure (e-version and print out) and factsheet

At least two brochures and at least two factsheets will be published throughout the duration of the project. EPC will design and produce a comprehensible project brochure. The brochure will be produced in English; copies in national languages will be useful for national dissemination. EPC will develop the content of the brochure in English, supported by the input of all partners. At least 1000 units of the English brochure will be printed and shipped to each partner. Translations into national languages will be provided by partners, while a printable high-quality version of the brochure will be made available in every language present in E2DRIVER to be printed locally according to partners' budget.

A project factsheet will be produced to communicate main project information such as the *raison d'être* of E2DRIVER, its methodology and benefits. This factsheet will lay out the project's principle process in a simple and understandable way, addressing both technical and non-technical audiences. The design will follow E2DRIVER guidelines. The factsheet will consist of two pages and it will be double-sided in order to preserve a comprehensive and simple design. Throughout the course of the project, the factsheet will be updated to reflect current developments and newest results. As a document that falls between a lengthy brochure and a short card, the abbreviated nature of the factsheet will allow partners to disseminate key points and results of E2DRIVER more effectively without leaving out more detailed information for the interested audience.

The implementation of WP6 will produce a large amount of dissemination material. With templates and guidance for individual outputs, EPC will ensure a high-quality standard and thus maximise the dissemination potential, i.e. the successful uptake of the material by the target audience.

The brochure, factsheet and other dissemination material will be available as print and as e-brochure on the E2DRIVER website. The E2DRIVER consortium will make use of the practical form of both the brochure and the factsheet to give away the documents at various events. The majority of the partners plan to use these materials at every event, as has been established in the partner survey (Figure 14).

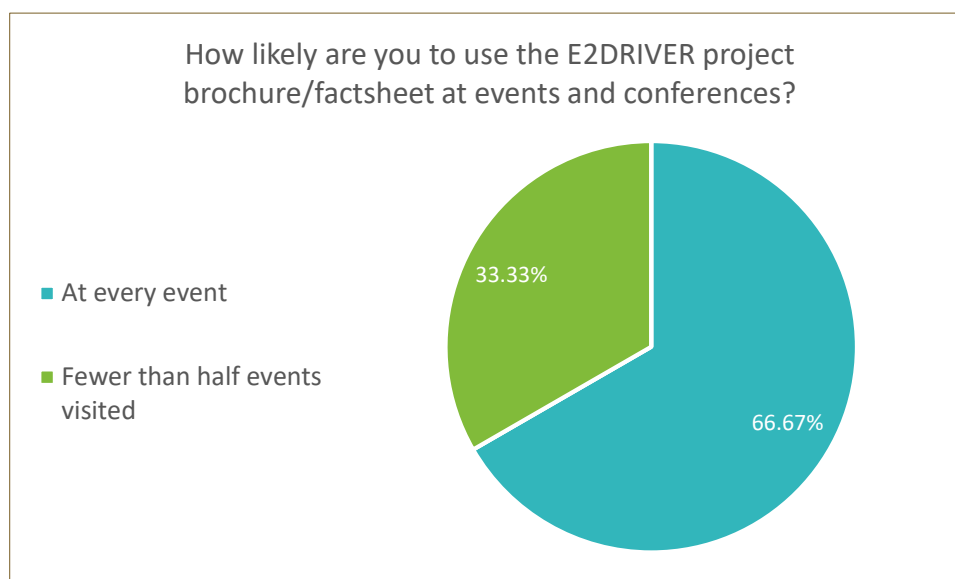


Figure 14. Partners' use of brochures/factsheets at events

### 4.3 Rollup banners

An E2DRIVER rollup banner has been developed early in the project and will be used at fairs, conferences and all other events where the project is presented. For these purposes, the project partners will print out their own roll-up on demand (Figure 15). EPC has designed the roll-ups according to the E2DRIVER style principles in English. The main information provided by the roll-ups will contain a brief project overview including project messages and main product features. Where needed, roll-ups will be produced in the national languages unless a partner requires the roll-up mainly for international events.

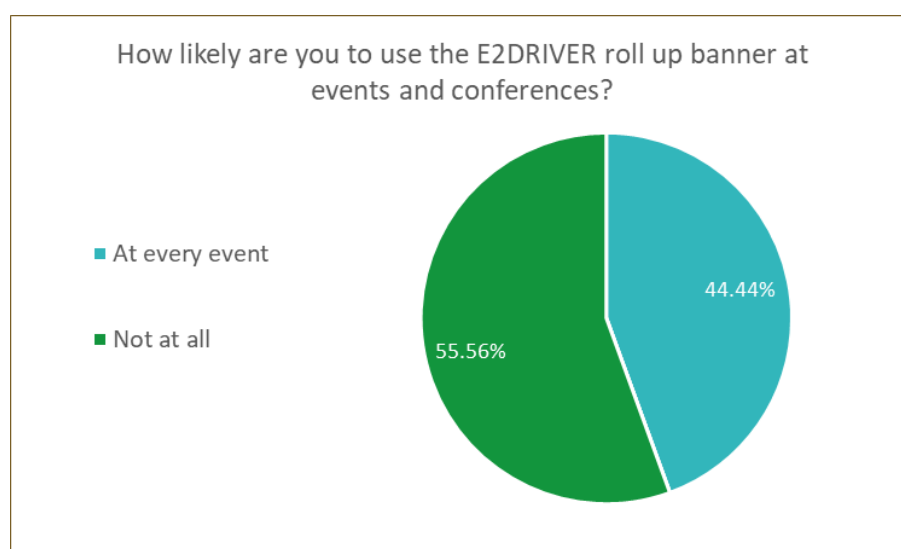


Figure 15. Partners' use of brochures/factsheets at events

Similar to project presentations, partners are split with regard to the use of rollup banners (Figure 16). This, too, can be explained by the fact that partners will not always have the opportunity to take the stage to address wide audiences, so an E2DRIVER banner will not be of practical use under such circumstances. The banner will, however, naturally be used at events organised by E2DRIVER itself.



Figure 16. E2DRIVER rollup banner

#### 4.4 Project Card

In order to stir interest in E2DRIVER among potential pilot and replication companies, a project card has been conceived early in the project (Figure 17). Designed in the format of an elongated postcard card, it can easily be handed out to interested companies at conferences, fairs and related events. The project card contains information on the benefits of participating in E2DRIVER, its engagement process as well as basic background facts about the project. The cards have been translated in all four languages of the participating company countries, additionally including contact information of all local partners as well as EU funding information. The project card has been designed according to the E2DRIVER style principles which is easily identifiable and memorable. Further promotional materials will be developed in dialogue with all partners.



Figure 17. German version of the E2DRIVER project card

## 4.5 Posters

As a common communication medium, posters can supplement other project materials by displaying basic project information all across chosen spaces. Posters will be designed during later stages of the project and will follow the standard E2DRIVER design guidelines. They will entail basic information such as the background of the project, stakeholders and its general aims. Since posters are materials that fulfil roles similar to other established mediums, partners will be presenting them much less frequently at national and international events (Figure 18). However, they will still be useful for specific settings that do not include conferences but rather public spaces. Posters will be also designed for the purpose of spreading information about workshops and conferences organised by E2DRIVER itself.

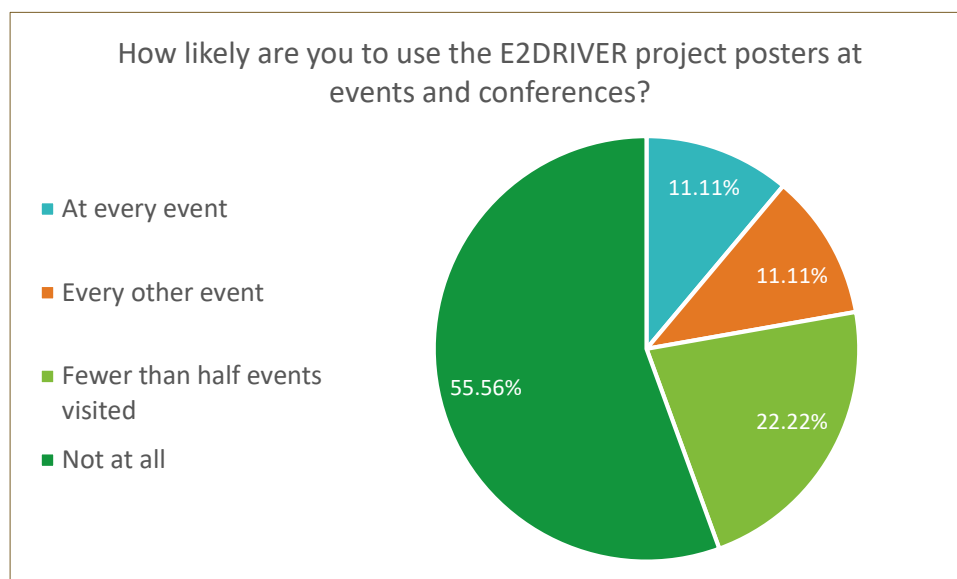


Figure 18. Partners' use of posters at events



#### 4.6 Publications

Scientific articles in international journals as well as scientific articles in open-access journals will be published to enable the highest availability of selected results to the scientific community (according to the IPR protection strategy and to the GA and the CA). By the end of E2DRIVER, at least three publications are planned as open access where possible.

Partners indicated that scientific publications will be both open access and based on subscriptions. Based on results shown in Figure 19, most partners will report project results relatively frequently in different scientific publications. In total, at least six papers (both open access and subscription-based) will be submitted to journals and magazines relevant to energy-related research.

In addition, submitting technically-oriented results to industry associations, cross-industry networks, public authorities and other non-scientific magazines will be considered. So far, partners have indicated that they would publicise the results in scientific journals as well as among industrial associations (Figure 20).

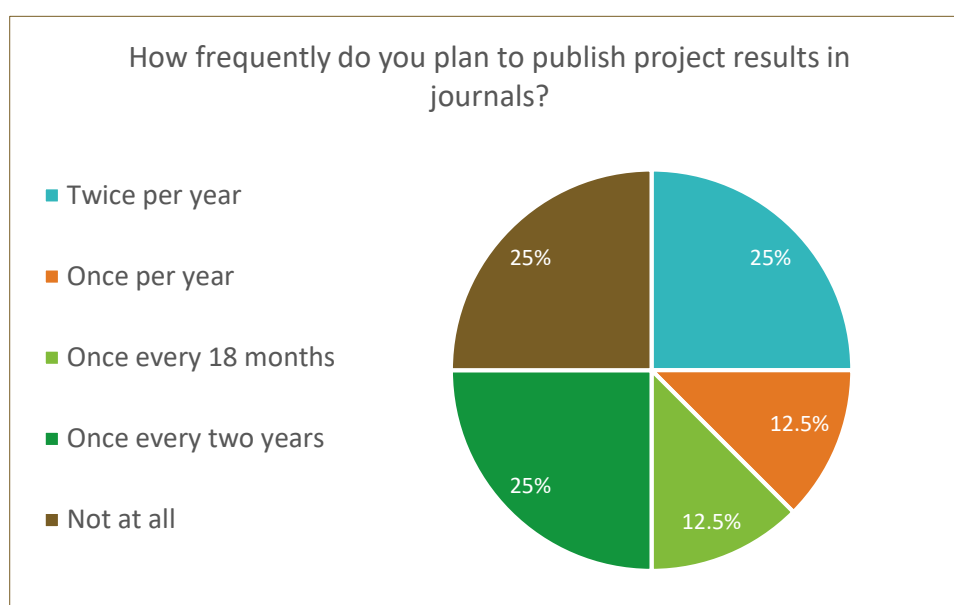


Figure19. Frequency of the publication of results by partners

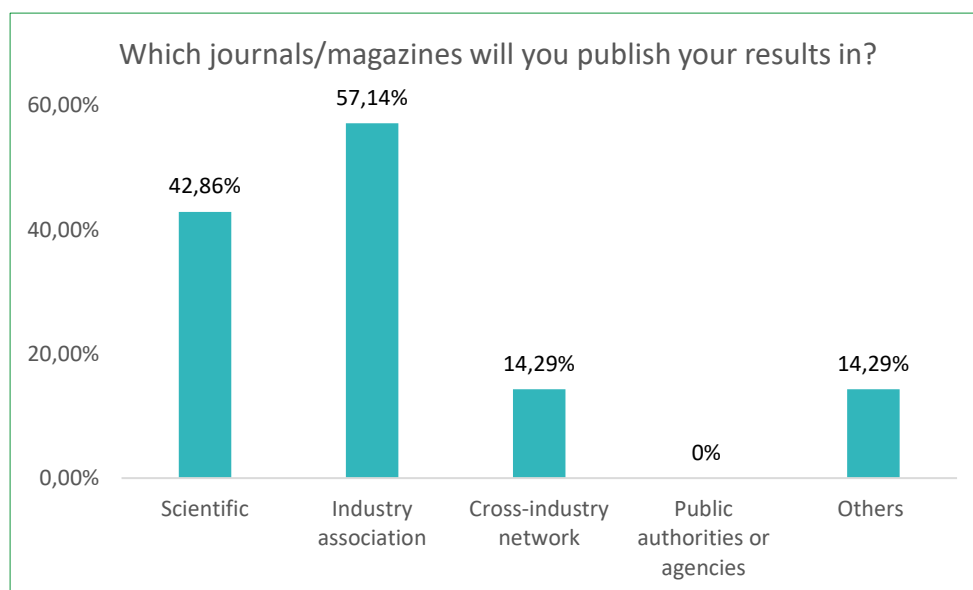


Figure 20. Target journals/magazines of E2DRIVER results

## 5 PROMOTIONAL EVENTS AND WORKSHOPS

Within the project lifetime, a number of events will be organised on behalf of E2DRIVER. Additionally, all partners are expected to attend to relevant events that are of relevance for the project.

### 5.1 E2DRIVER events

Within E2DRIVER, several events will be organised. They will be announced via the E2DRIVER website, newsletter and social media channels.

#### 5.1.1 E2DRIVER workshops and seminars

Workshops and cross-visits will be held by the partners during the project's lifetime to transfer knowledge, receive external inputs and ascertain needs to spread project results. The aim is to create a communication platform and to ensure the continuous interaction between and beyond participating companies and stakeholders. By reaching different stakeholder groups, further cooperation opportunities for the development of cross-border value chains emerge. The following meetings and workshops are planned:

- **Seminars with policy makers:** The goal is to allow for the sharing of results and conclusions from E2DRIVER and assessing how E2DRIVER findings and results could improve current national energy audit and energy efficiency schemes (WP5).
- **4 workshops:** The objective is to organise one workshop per demo country (with about 25-50 participants each) to deliver and discuss project results and to receive inputs from outside.
- **Final conference:** The aim is to explain the results to a wider audience, elaborate on the replication strategy beyond E2DRIVER and voice real expectations about the new methodology.

When and if appropriate, workshops can be organized alongside major national or international events so as to achieve the double objective of:

- 1) adding a benefit to the E2DRIVER project participants, who, with a single trip, can both join a meeting and visit an additional event of interest;
- 2) reach a larger audience, already gathered in a place by a larger and known/expected event.

### 5.2 Participation in Conferences and Fairs

Visiting and actively participating in events is crucial to identify and directly address important stakeholders for E2DRIVER that might become part of a community of interest. Each partner will be responsible for identifying relevant events, which are in line with the theme of the project. EPC provided a template to collect this information from the partners regularly. These events will be integrated to the event calendar of the E2DRIVER website as posted on social media. Regular updates will make the calendar an attractive source of information for all E2DRIVER partners and stakeholders from the field of energy efficiency and automotive.

All partners are encouraged to present E2DRIVER at conferences, meetings and workshops where sectoral target groups participate. To support the dissemination activities of the partners at events, EPC created a general project presentation and will produce printed dissemination material such brochures, project cards, rollup banners and factsheets to be distributed at events. The dissemination plan

will ensure that participation in these events is coordinated and cost efficient for the project. **All partners are expected to attend at least two relevant events** in the lifetime of E2DRIVER where they will present project's progress and results. As indicated in the survey, all partners will regularly attend events throughout the duration of E2DRIVER (Figure 21).

Attended events and the respective contribution of E2DRIVER partners will be regularly collected by EPC for the reports on dissemination and communication activities in month 18 (D6.6 - Midterm report on C&D activities) and month 36 (D6.13 - Final Report on C&D activities). A selection of attended events will be displayed in the news section of the E2DRIVER website.

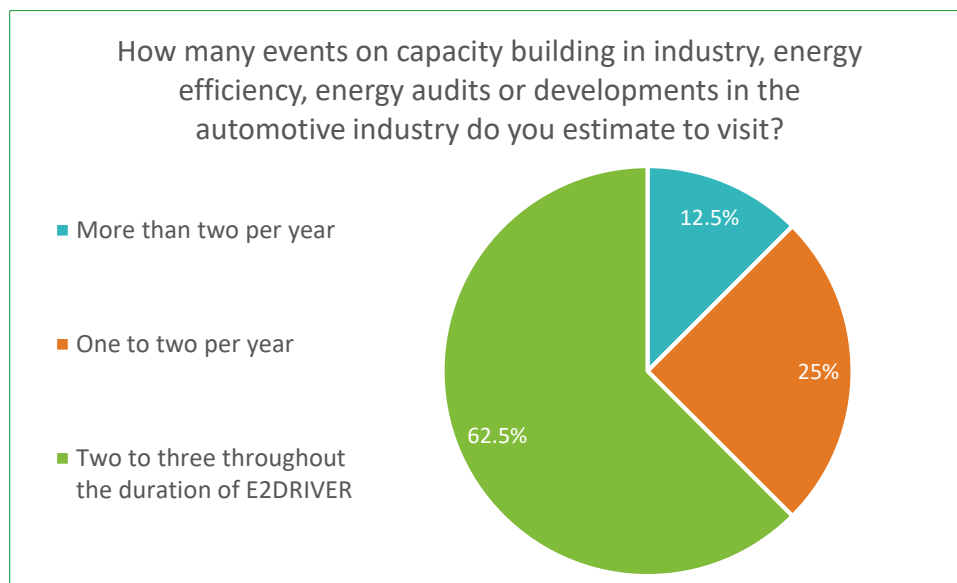


Figure 21. Frequency of attendance of events related to E2DRIVER

## 6 DISSEMINATION AND COMMUNICATION PROCEDURES

### 6.1 Reporting dissemination

A dissemination questionnaire has been developed that will be circulated among the partners in order to report their dissemination activities. It consists of two sections: Events visited and Dissemination Activities (scientific publications, newsletters, press releases). EPC will use this questionnaire to track progress and prepare the respective deliverables as well as the reports on C&D activities. The questionnaire will be circulated among the partners every three months and in every SC meeting will be presented a brief overview. To harmonise the collected information, selected answers are given in drop down menus. The template to collect information about events attended contains the following entries:

- Date
- Type of event
- Name of event
- Event host
- City, country
- Topic covered
- Partner attended
- Contribution of E2DRIVER to the event
- Further information (Link)

The template to collect information about dissemination activities of the partners contains the following entries:

- Publications:
  - Number of scientific publications submitted
  - Number of technical publications submitted
  - Topic of the publication
  - Target journal/magazine
- Newsletters:
  - Partner who issued the newsletter
  - Number of published newsletters
  - Content of the newsletter
  - Recipients of the newsletter
  - Number of subscribers who saw the publication
- Press releases:
  - Partner who issued the press release
  - Number of published press releases
  - Content of the press release
  - Site where the press releases was issued
  - Main target audience

Regarding Scientific Publications, each partner must report its scientific publications in the Funding and Tenders Portal at the time of the publication. In addition, they should send them to EPC in order to make verification and also to be able to measure the corresponding indicators.

## 6.2 Performance indicators

The dissemination activities are reviewed according to a set of quantitative and qualitative performance indicators. The evaluation of the dissemination activities pictures the extent to which the dissemination objectives have been progressed. To track the success and coverage of E2DRIVER communication and dissemination, several performance indicators will be measured and reported in the upcoming dissemination reports. Communication channels from all partners will generally count towards reaching targets throughout the duration of the project. The scope of the dissemination plan is defined with the following Key Performance Indicators (KPIs) in Table 5:

*Table 5. KPIs for the dissemination activities*

### Website statistics (by using Google Analytics)

Key indicator	Poor impact	Good impact	Excellent impact
Webpage visits per day	<30.000	30.000 – 100.000	>100.000
Material downloads	<1.000	1.000 – 2.000	>2.000

### Social and Networking

Key indicator	Poor impact	Good impact	Excellent impact
Collaboration agreements with relevant networks	<3	3 – 6	>6

### Newsletters and press releases

Key indicator	Poor impact	Good impact	Excellent impact
Number of press releases	<10	10 – 25	>25
Mailouts and downloads of newsletters (per release)	<200	200 – 500	>500

### Brochures and videos

Key indicator	Poor impact	Good impact	Excellent impact
Best practice book downloads	<400	400 – 1.500	>1.500
Project's video visualisation	<800	1.000 – 2.500	>2.500

### Project events

Key indicator	Poor impact	Good impact	Excellent impact
Number of conference presentations	<6	6 – 8	>8

### Scientific and technical papers

Key indicator	Poor impact	Good impact	Excellent impact
Number of papers submitted	<3	3 – 6	>5
Technical project publication downloads	<15	15 - 50	>50

## 7 CONCLUSIONS

The E2DRIVER Dissemination and Communication Plan is not only intended to report the E2DRIVER Dissemination and Communication strategy to the European Commission, but also as a guideline for E2DRIVER partners to tailor their dissemination actions. This plan also is a living document that will be updated three times within the project lifetime. The experiences made and lessons learned will be integrated into the updates to ensure an efficient and clear communication and dissemination of results in a form and language tailored to the specific needs of the envisaged target groups.



## ANNEXES

### Annex A: Contractual Obligations as displayed in the GA/CA

Hereafter some obligations from the Grant Agreement (GA) and Consortium Agreement (CA) to bear in mind with regard to communication and dissemination.

#### Dissemination of own results

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if

- (a) the protection of the objecting Party's Results or Background would be adversely affected
- (b) the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed.
- (c) the proposed publication includes Confidential Information of the objecting Party

The objection has to include a precise request for necessary modifications.

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted.

#### Dissemination of another party's unpublished results or background

A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published.

#### Obligation to disseminate results

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).

#### Open Access to scientific publications

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular it must:

- (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;  
Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- (b) Ensure open access to the deposited publication – via the repository – at the latest:
  - i) On publication, if an electronic version is available for free via the publisher, or
  - ii) Within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- (c) Ensure open access – via the repository – to the bibliographic metadata that identify the deposited publication.  
The bibliographic metadata must be in a standard format and must include all the following:
  - the terms “European Union (EU)” and “Horizon 2020”;
  - the name of the action, acronym and grant number;
  - the publication date, and length of embargo period if applicable, and
  - a persistent identifier

In addition, the beneficiaries can choose between two (2) routes towards open access, namely:

- a) **Self-archiving / 'green' open access** – the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. Some publishers request that open access be granted only after an embargo period has elapsed.
- b) **Open access publishing / 'gold' open access** - an article is immediately published in open access mode. In this model, the payment of publication costs is shifted away from subscribing readers.
- The most common business model is based on one-off payments by authors. These costs, often referred to as Article Processing Charges (APCs) are usually borne by the researcher's university or research institute or the agency funding the research.
- In other cases, the costs of open access publishing are covered by subsidies or other funding models.

For more information, please visit:

- [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-data-management/open-access\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-data-management/open-access_en.htm)
- [http://ec.europa.eu/research/participants/data/ref/h2020/other/hi/oa-pilot/h2020-hi-erc-oa-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/hi/oa-pilot/h2020-hi-erc-oa-guide_en.pdf)
- [http://ec.europa.eu/research/participants/data/ref/h2020/other/hi/oa-pilot/h2020-info-graph-oa-sci-publ\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/hi/oa-pilot/h2020-info-graph-oa-sci-publ_en.pdf)

## Annex B: Survey questions for partners

### Survey on dissemination activities

**Purpose of the survey:** In order to spread news and results of E2DRIVER more effectively, all partners will participate to varying degrees in the dissemination of project results and communication of news and activities. This survey will help identify your interests and capabilities in this process. The information will flow into the general communication and dissemination plan.

**Status:** Internal

#### 1. Please give an overview on your network of relevant stakeholders that E2DRIVER can reach:

Target groups: automotive industry, citizen organisations, consumer organisations, technical experts, scientists, policymakers, public institutions

Network size: > 50 contacts, 30-50 contacts, 20-30 contacts, 10-20 contacts, <10 contacts

#### 2. Are the results you are responsible for delivering in E2DRIVER primarily public in nature, or confidential?

Public / confidential

#### 3. Do you have a public relations manager/communication manager in your institute or company?

Yes / no

#### 4. What internal communication channels will you use to spread E2DRIVER news, project activities, and related events and conferences to target groups?

Website, newsletter, social media, press releases

##### a. How often will you be able to employ the following means of communication?

**Newsletter:** every three months, twice a year, once a year

**Press releases:** two to three times a year, once a year, less than once a year

##### b. What is the impact (number of subscribers) of the aforementioned communication channels?

**Newsletter:** XXX

**Social Media:** XXX

5. How many events on capacity building in industry, energy efficiency, energy audits or developments in the automotive industry do you estimate to visit?

More than two per year, one to two per year,  
two to three throughout the duration of E2DRIVER

6. How likely are you to use the E2DRIVER project materials at events and conferences?

**Roll-up banner:** At every event, every other event, fewer than half events visited, not at all

**Project poster:** At every event, every other event, fewer than half events visited, not at all

**Project presentation:** At every event, every other event, fewer than half events visited, not at all

**Brochure/factsheet:** At every event, every other event, fewer than half events visited, not at all

7. How frequently do you plan to publish project results in journals?

Twice per year, once per year, once every 18 months, once every two years, not at all

- a. Which journals? [scientific/ industry association/ cross-industry network/ public authorities or agencies]

Type of access? [open / subscribers only]