



Mid-term Communication and Dissemination Material

E2DRIVER H2020 project

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Project **E2DRIVER**

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

Grant Agreement no. 847038

H2020-LC-SC3-EE-2018

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Table 2: Document History

ABBREVIATIONS

C&D: Communication and dissemination

EC: European Commission

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

In order to effectively communicate and disseminate news and results produced in E2DRIVER, a set of communication materials has been produced that shall support the project's partners in reaching out to target audiences. The list of communication and dissemination materials supplements activities set forth in the Communication and Dissemination Plan (D6.3 and D6.4). This deliverable will present all project materials produced during E2DRIVER so far, explain how they are used and what target audience they are meant to address. Given the current Covid-19 crisis, this deliverable also acknowledges the purpose of C&D materials in that context and explains what materials can be produced to reach stakeholders via online channels.

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1 INTRODUCTION

The successful application of the Communication and Dissemination Plan, which delineates clear and concise actions to be performed by all E2DRIVER partners to effectively relay news and results to stakeholders, relies strongly on the development of communication and dissemination materials. The C&D Plan (D6.4) is a booklet of strategies that encompass the project's identity, communication channels and methods as well as a measurement of successful communication actions. The materials, on the other hand, serve as practical and physical tools that help implement the communication and dissemination strategy.

The materials produced so far have been used by all partners via different communication channels, including websites, social media and personal networks. E2DRIVER partners have used C&D materials for different purposes, taking into account the primary goal of their outreach to target audiences. Materials produced include printable media designed for multiple (e.g. factsheets) and specific purposes (e.g. E2DRIVER project card). Moreover, two overarching types of materials have been produced – printable and digital media. This document – D6.5 Mid-term Communication and Dissemination material – is the first overview of all such materials produced up until this point of the project (M18). Every material is described and the justification behind its design is provided. In addition, for every material, information is provided on the type of stakeholders they are targeting and how they are being engaged. All project materials are uploaded on the E2DRIVER website, which is continuously updated.

A description of dissemination material within the context of the broader communication and dissemination strategy is found in D6.4 – Second Communication and Dissemination Plan.

2 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.

The logo will be used on all E2DRIVER deliverable documents, as well as on all dissemination materials, including presentations, print material, social media channels, videos and the newsletter. Its main function is to facilitate the recognition of the project and promote a memorable E2DRIVER brand during the project's dissemination activities.



Figure 1: E2DRIVER logo.

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.

3 PRINT MATERIAL

The implementation of WP6 has produced and will continue to produce a large amount of dissemination materials. All the materials used by project partners help facilitate communication activities at different events and through different channels to strengthen the branding and the message of the project. Since the beginning of the project, several types of printable dissemination materials have been produced, which have been extensively used. These materials include:

- E2DRIVER factsheet
- Project banners
- Project cards to engage automotive SMEs
- Communication: Project presentations

The main stakeholders that E2DRIVER aims to increase its outreach to are set forth in the Grant Agreement. These groups include:

- High and medium management bodies from companies
- End users and general public
- Technical experts and scientific community
- Policymakers and public bodies

All materials are explained in more detail in the sections below. With additional templates and guidance for individual outputs, EPC ensures a high-quality standard, thus maximising the dissemination potential, i.e. the successful uptake of the material by target audiences.

3.1 E2DRIVER factsheet



The factsheet is a two-page document with a green and blue color scheme. The top section features the e2DRIVER logo and the title 'Training on energy audits as an Energy Efficiency DRIVER for the automotive sector'. Below this, it lists key words: 'Energy efficiency, energy auditing, automotive sector, capacity building'. The main body is divided into two columns. The left column contains sections for 'AIM', 'DURATION', 'FUNDING AND BUDGET', and 'COUNTRIES OF IMPLEMENTATION'. The right column contains sections for 'ENERGY CONSUMPTION IN THE AUTOMOTIVE INDUSTRY' and 'OBJECTIVES'. At the bottom, there is a contact section with website, contact details, and project coordination information. The bottom of the factsheet features a blue-tinted image of a car engine component.

e2DRIVER

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

KEY WORDS:
Energy efficiency, energy auditing, automotive sector, capacity building

AIM:
To create an innovative learning platform that fosters capacity building in energy efficiency and energy auditing in SMEs of the automotive industry

DURATION:
June 2019 – May 2022 (36 Months)

FUNDING AND BUDGET:

- Horizon2020 (EU Framework Programme for Research and Innovation)
- 1 999 997 €

COUNTRIES OF IMPLEMENTATION:
Germany, Spain, France, Italy

ENERGY CONSUMPTION IN THE AUTOMOTIVE INDUSTRY
As a rapidly growing industry, the automotive sector uses substantial amounts of energy in the manufacturing of its products, making it essential to the global effort to use energy more efficiently. Given the sector's complex production process, energy consumption must be assessed across the entire supply chain to optimise energy use. Small- and medium-scale (SME) automotive suppliers consume about 90% of the total energy in the production processes, yet energy use receives little attention there. Creating awareness and building capacity on cost-effective energy efficiency improvements in the automotive industry is therefore paramount to reducing energy consumption and associated climate change risks.

OBJECTIVES
The overall goal of E2DRIVER is to overcome the lack of knowledge and awareness in matters of energy efficiency in the automotive sector's supplier SMEs. The project thus aims to boost the efficiency of capacity building programmes in energy auditing by establishing a co-operative network and an innovative learning platform.

The successful application of energy audits in target SMEs hinges on a careful analysis of companies' specific competencies. The E2DRIVER project will develop a training methodology that specifically addresses companies' and employees' needs. Another cornerstone of the project is creating a hub for a community that engages stakeholders, where the aim is to involve 40 SMEs, 650 employees and 60 trainers. They will have access to the E2DRIVER platform to share knowledge to boost the learning process, connect to energy experts and track progress on energy saving.

WEBSITE: www.e2driver.eu

CONTACT:
Dr. Firstname Lastname
Organisation
Phone: +12 345 678 910
Email: xxxxx@xxxx

PROJECT COORDINATION
CIRCE Foundation, Spain
info@e2driver.eu

Figure 4. E2DRIVER factsheet

Very early in the project, an E2DRIVER factsheet has been produced to communicate main project information such as the *raison d'être* of E2DRIVER, its methodology and benefits. This two-page factsheet laid out the project's principle process in a simple and understandable way, addressing both technical and non-technical audiences. The design followed E2DRIVER guidelines. 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 allows partners to disseminate key points and results of E2DRIVER more effectively without leaving out more detailed information for the interested audience. The factsheet is available as print and as e-brochure on the E2DRIVER [website](http://www.e2driver.eu). The E2DRIVER consortium will make use of the practical form of the factsheet to give away the documents at various events.

3.1.1 Stakeholder engagement

This factsheet aims at presenting E2DRIVER to a wide range of audiences. It can be used at various events, such as expos, fairs and conferences, but can also be distributed online to selected target groups. Based on the internal partner survey, almost 50% of target audiences reachable by partners are technical experts and scientists, while 45% are policymakers and actors from the automotive sector. Taking this into account, the factsheet was designed to provide sufficiently enough details about the project to awaken the interest of experts and policymakers, pointing to links where these and other stakeholders can inquire about more detailed information. Experts can be reached both via events and through partners' own online communication channels. Apart from experts, private SME representatives from the automotive sector are an additional target audience that E2DRIVER partners can present the factsheet to. Together with a roll-up banner (explained below), the factsheet can produce added-value especially at physical events where partners have to briefly showcase the project to private actors.

The general audience also benefits from this factsheet because it synthesises the project's information in a clear and non-technical language. These stakeholders can primarily be reached online, but also at various events, such as expos or fairs.

3.2 Roll-up banner

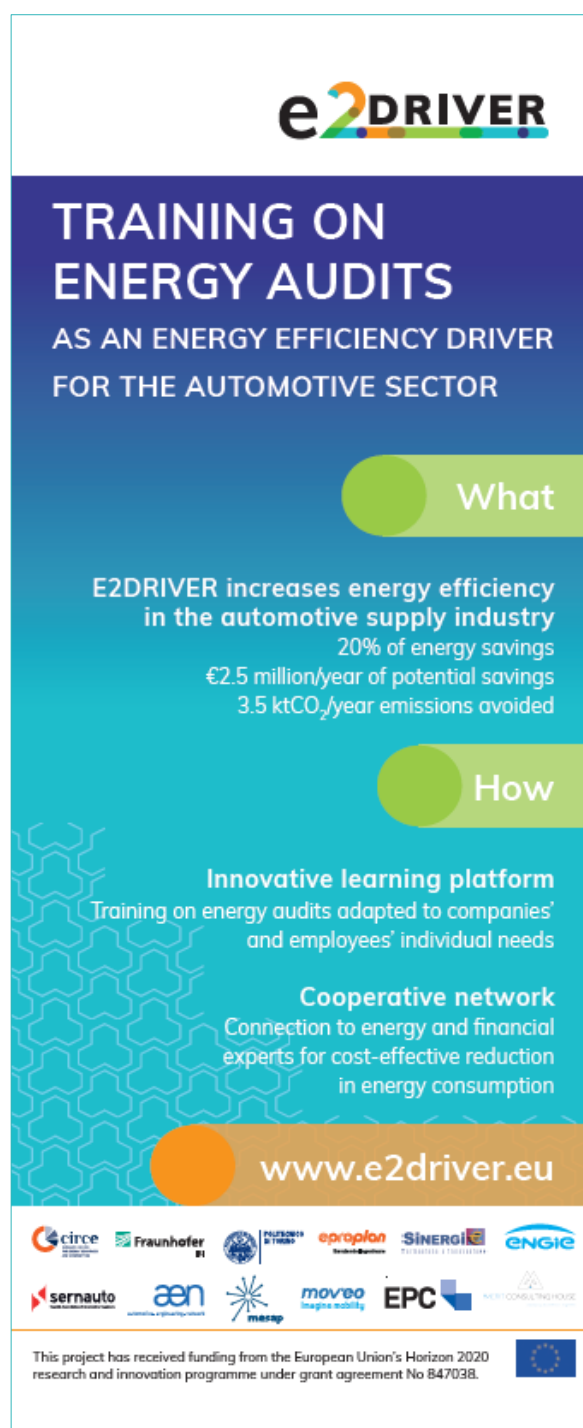


Figure 5. E2DRIVER project banner

An E2DRIVER roll-up 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 banner on demand. EPC has designed the banners according to the E2DRIVER style principles in English. The main information provided by the banners will contain a brief project overview including project messages and main product features. Where needed, banners can be translated into the national languages.

3.2.1 Stakeholder engagement

The roll-up banners are primarily used at fairs, expos, workshops, and conferences. The audiences that gather at these events are largely scientific and technical experts, general audiences and actors from the private sector. In general, events with medium- to large-sized audiences require information to be presented in a clear way. The E2DRIVER banner does that by simplifying the amount of information, while communicating the crux of the project at the same time. Showcasing the banner at events is therefore expected to draw the attention from energy experts and general audiences alike. Energy and scientific experts can be especially exposed to E2DRIVER at events that revolve around energy or automotive topics. As touched upon above, the banner can catch the eye of interested experts or the general audience, whereafter a more detailed factsheet can be handed out.

Moreover, representatives of private SMEs often attend events related to energy, engineering and automotive topics as well, which additionally makes the banner an attractive communication material for maximising E2DRIVER's presence among this target audience. Using a clear and concise banner to target private SMEs (and also presenting them the factsheet) is beneficial because E2DRIVER partners other than the national automotive associations have the opportunity to win over potential replication companies to join the E2DRIVER training programme.

3.3 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. Designed in the format of an elongated postcard, 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. Located on the front page is a general description of the project, including the framework and the benefits of E2DRIVER and respective partner information. On the back side, the implementation process is shown, as well as requirements needed for companies to participate in E2DRIVER.

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 if needed.

e2DRIVER

E2DRIVER optimiert die Energieeffizienz und reduziert Kosten in der Automobilindustrie

E2DRIVER, ein Horizon 2020 Projekt mit 12 Partnern aus fünf EU-Ländern, bietet für Betriebe innovative Trainings zu Energieauditierung und Energieeinsparung an.

- Verringern Sie Ihre Energiekosten um bis zu 20 Prozent.
- Lernen Sie selbstständig Energieaudits durchzuführen.
- Tragen Sie zum Klimaschutz bei.

www.e2driver.eu

Erweitern Sie Ihr Netzwerk.
Steigern Sie Ihre Energieeffizienz!

Dieses Projekt wird finanziert im Rahmen des Horizon 2020 Forschungs- und Innovationsprogramms der Europäischen Union unter der Finanzhilfevereinbarung Nr. 847038.

DAS VORHABEN

- Setzen Sie **technische, verhaltensbezogene und organisatorische Energieeffizienzmaßnahmen** in Ihrem Unternehmen um.
- Nutzen Sie die **E2DRIVER-Trainingsplattform** mit Sessions, die an Ihre **persönlichen Bedürfnisse** angepasst sind.
- Seien Sie **Teil eines Netzwerks** von Unternehmen aus Spanien, Italien, Frankreich und Deutschland.

Werden Sie Teil der Lösung. Tragen Sie zur **Bildung und Etablierung einer Community** bei, die eine intelligente Energieeinsparung fördert!

Online und Face-To-Face Training
 Interaktive Workshops
 Planungstools für Energie und Finanzen
 Virtual Reality Module

ZIELGRUPPENORIENTIERUNG

Ihre organisatorischen Merkmale	Ihre finanziellen Möglichkeiten	Ihre persönlichen Prioritäten	Ihr berufliches Profil
Die Trainings werden zielgruppenspezifisch angepasst – vom Techniker bis zum Geschäftsführer			

PROJEKTANFORDERUNGEN

- Sie sind in der Automobilbranche tätig
- Sie sind ein KMU (Klein- und Mittelständiges Unternehmen) oder Zweigbetrieb eines größeren Unternehmens
- Sie möchten Ihren Energieverbrauch senken, Energiekosten sparen und die Umwelt entlasten
- Sie sind aufgeschlossen gegenüber innovativen Fortbildungsformaten

Figure 6. German version of the E2DRIVER project card

3.3.1 Stakeholder engagement

The primary purpose of developing a project card is to present a readymade, quick-to-read summary of the project for automotive SMEs. The summary included a general description of the E2DRIVER capacity building format, the benefits that companies can gain by improving their skills on energy audits, as well as required characteristics SMEs need to have in order to participate in E2DRIVER.

The project card addresses management bodies of SMEs (the decisionmakers) as well as technical and staff employees. The E2DRIVER national automotive associations – AEN, SERNAUTO, MESAP and MOV'EO – have been the main partners that have utilised the E2DRIVER project cards to gain the attention of target SMEs. They were used at various events related to automotive, engineering and energy topics to maximise the outreach to these stakeholders. The cards proved to be very useful in engaging the current 12 pilot companies and will be further used to help acquire the 28 replication companies later during the project.

3.4 Communication: Project presentations

The general project presentation was designed to give a general overview of E2DRIVER at fairs, meetings, conferences, workshops and related events. In addition, another presentation targeting automotive SMEs was created that highlights the specific engagement of and benefits for these actors in the project. The two presentations are available to all partners in the E2DRIVER intranet EMDESK in pptx format and can be adapted to the specific needs of the partner presenting. These presentations will be updated as the 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 7: Selected slides from the E2DRIVER general project presentation

3.4.1 Stakeholder engagement

The two PPT presentations serve to attract different audiences. The general presentation can be used at online and physical events to provide an overview of E2DRIVER, its method and its goals. Similar to factsheets and project banners, the audience that the presentations reach depend largely on the composition of actors and stakeholders at the events where the presentation is used. The general presentation will be of most interest to the general audience, but also to policymakers and scientific and technical experts who are expected to attend events on energy or sustainability topics. The presentation will also serve as the basis for the national online E2DRIVER workshops organised in the E2DRIVER countries, where a wide variety of audiences is expected to be reached.

Unlike the general presentation, the company-oriented presentation aims to attract private actors from the automotive sector to participate in E2DRIVER as pilot or replication companies. It is geared towards these actors because they form an essential part of the E2DRIVER network and engaging them through this presentation can prove to be beneficial for both them and the project. This presentation can be used during online events, but also workshops where E2DRIVER partners make the case for the project.

4 DIGITAL MEDIA

Apart from printable material, digital content has also been produced to spread information about E2DRIVER beyond physical events. The content of digital media includes:

- E2DRIVER videos
- E2DRIVER newsletter
- Social media channels

4.1 Videos

In June 2020, EPC has created an E2DRIVER YouTube channel: https://www.youtube.com/channel/UCpe_omqIt1n7kZ5om8oDOWw. On the one hand, the channel will serve as a hosting service for the E2DRIVER training videos. On the other, it will be used to further spread information about the project to relevant stakeholders. A short [intro-video](#) from October 2020 about E2DRIVER was recorded by CIRCE and presented by Erudino Llano, the project's coordinator.

Two animated films videos will be developed and produced by EPC during the project's lifetime and be a part of the long-term dissemination and communication strategy of the project. The videos are planned for a later stage of the project when the relevant results become available.

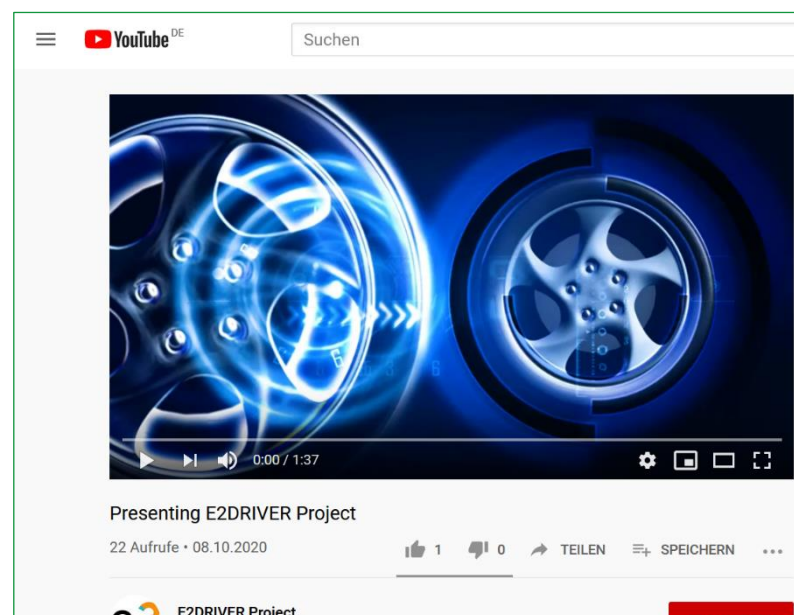


Figure 8. E2DRIVER intro video

4.1.1 Stakeholder engagement

The E2DRIVER's YouTube channel has a twofold purpose. The first is to provide a hosting service for the E2DRIVER training videos that will be used on the learning platform as part of the capacity building programme, which, in general, targets automotive companies. The second purpose of the channel is to upload videos about the general purpose of E2DRIVER and to present its newest results. For this reason, the target audience includes a wide variety of stakeholders, primarily the general public.

The animated video, produced at a later stage, will be geared towards general audiences to depict the importance of industrial energy efficiency, why E2DRIVER engages automotive SMEs for that purpose and how it aims to achieve that goal. Other videos will be presenting results and findings that may be of interest to technical experts and policymakers. Every new video will be referred to in E2DRIVER's social media channels to maximise the exposure of these videos to automotive companies, experts and public policy stakeholders.

4.2 E2DRIVER Newsletter



Figure 9. First E2DRIVER Newsletter

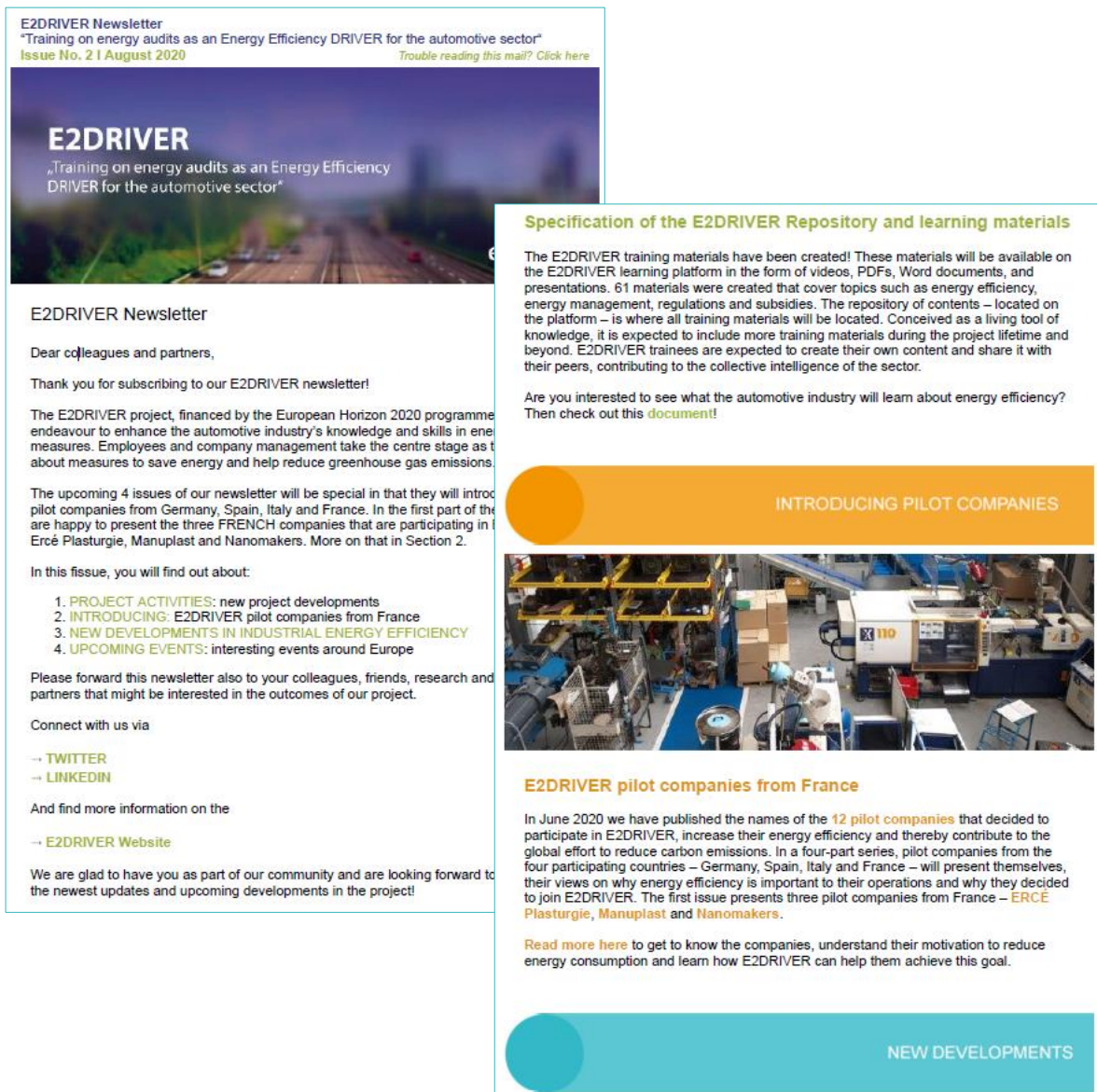


Figure 10. Second E2DRIVER Newsletter

The newsletter includes information on project activities, announcements of calls, conferences and events, and news updates on relevant events and developments in the field of energy efficiency. Along with the project reports, newsletters will be used to synthesise the results and redirect the readers to the specific E2DRIVER web links. Furthermore, a series of 4 newsletters is being published introducing the 12 pilot companies per each of the four E2DRIVER countries. The frequency of the E2DRIVER newsletter is quarterly to every six months. All newsletter subscribers receive a short paragraph in each section showing information on the newest developments in E2DRIVER. The rest of the news is linked to the news section on the E2DRIVER webpage, where the entire article is published.

4.2.1 Stakeholder engagement

The newsletter targets a wide variety of different stakeholders. Through E2DRIVER dissemination activities, stakeholders such as representatives from the automotive industry, technical experts and the general public are frequently referred to the E2DRIVER website, where they can subscribe to the newsletter. The newsletter's goal is to update the subscribers on the project's developments by linking to news entries on the website about a particular deliverable or event. While these deliverables are public and accessible to a broader audience, they are also sometimes technical in nature, making the newsletter an attractive source of information for the expert community. The section on the latest developments in industrial energy efficiency targets not only experts, but also policymakers and the general public. The four-part newsletter series about E2DRIVER's pilot companies particularly aims to engage private automotive SMEs by relaying a personal experience and demonstrating how they may profit from participating in the E2DRIVER training programme or in the E2DRIVER community.

Later during the project, the newsletter will refer to deliverables relating to the exploitation of project results to improve national energy audit policies and to develop business models. Outreach actions targeting policymakers and business representatives will therefore highlight the newsletter as a good source of information on the innovative aspects of E2DRIVER in the field of energy efficiency.

4.3 Social Media Channels

Social media channels play a major role in interacting with the E2DRIVER target groups and the general public throughout the project lifecycle. They can engage users to participate in E2DRIVER events and activities and 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 have included 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 maximise the impact of E2DRIVER towards multiple and broad audiences.

While all social media channels are hosted by EPC, entries are also 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 regularly asks 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.

4.3.1 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, representatives from the automotive industry as well as science and energy experts 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 is accessible at <https://twitter.com/e2driverproject>.



Figure 11: E2DRIVER Twitter account.

4.3.2 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 is accessible at www.linkedin.com/in/e2driverproject.

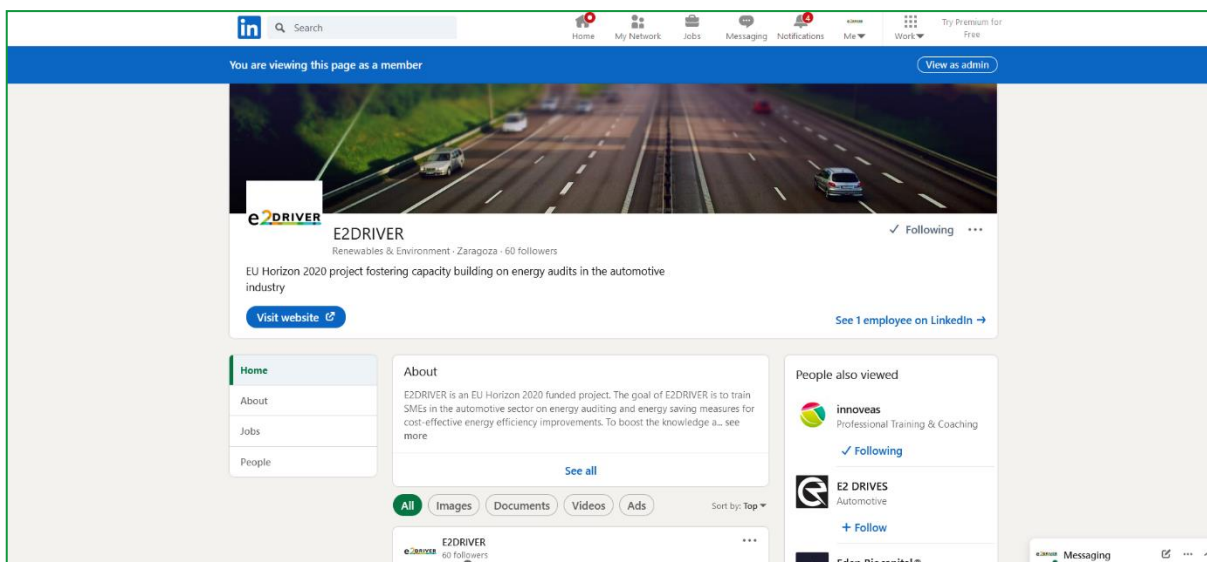


Figure 12: E2DRIVER LinkedIn account

4.3.3 Stakeholder engagement

The role of social media amidst the Covid-19 pandemic has become more pronounced. In a way, social media takes over the role of the word-of-mouth activities that usually take place at physical events. Given the widespread influence of media such as Twitter and LinkedIn, they are well suited to spread information about E2DRIVER and its newest developments. In that vein, social media targets various different stakeholders that are followed and that follow the Twitter and LinkedIn pages. So far, effort has been made to reach out to automotive companies and Europe-wide associations to clearly communicate the benefits of E2DRIVER. In addition, policymakers and the expert community are also target audiences that receive updates about the project, as well as references to events or news in the field of industrial energy efficiency.

5 COMMUNICATION AND DISSEMINATION MATERIAL AMIDST COVID-19

Due to the outbreak of Covid-19, a large majority of physical events have been cancelled worldwide. The purpose of creating dissemination material was to aid E2DRIVER partners in spreading information about the project primarily at physical events. However, since organising and holding physical events will be all but impossible in the foreseeable future, the purpose of dissemination materials must reflect the new circumstances.

As has been indicated in the Communication and Dissemination Plan, partners are encouraged to participate in relevant online events and, as much as possible, engage with the attendees to present the E2DRIVER project. Nevertheless, in the current circumstances, engaging audiences at such a scale, with limited outreach, requires an adaptation or extended use of materials for a maximised uptake by target audiences. Certain existing materials will be preferred, such as the presentations and factsheets. Others, particularly the project banner, will see limited use since the nature of this material is specifically adapted to being showcased at physical events.

5.1 Extended use of dissemination material

Communicating newest updates and developments in the project by word of mouth is most effective during physical gatherings. Presenting developments with the same impact in the online context therefore requires some dissemination materials to take on a word-of-mouth role, at least to a degree. Special attention will therefore be given to updating the E2DRIVER presentations with the newest results. Making use of the presentations will mostly be possible during workshops, seminars or similar online events organised by E2DRIVER partners.

Digital media that dissemination activities will heavily rely on during this period are social media channels and the project newsletter. Since they are by default digital in nature, the newsletter as well as the Twitter and LinkedIn channels are unhinged by the pandemic and will continue to relay information about E2DRIVER to a broad community that has subscribed to it, including technical experts, automotive company representatives, policymakers and the general public.

Print materials can also support communication actions in the digital realm. One such material is the E2DRIVER factsheet. It is designed so that not only the print version looks appealing to the reader, but that the contents of the online version are equally accessible and readable. While the use of presentations is almost exclusively possible when E2DRIVER partners organise an event themselves, spreading information about the project as a non-presenting attendee of an event is more easily possible via the online version of the factsheet. For example, a direct link to the factsheet on the E2DRIVER website can engage interested audiences, presenting a compact summary of the project. Since the factsheet can be elegantly used online, allowing a fast and quick spread of information about the project, it will be updated when relevant project results become available. To increase the uptake of this material and its information, E2DRIVER social media will play an especially important role in increasing its visibility.

The national automotive associations already have deep ties to their member SMEs. Using the project card to awaken interest among SMEs to participate in E2DRIVER as replication companies works well

at formal events. However, gatherings of only a few parties also play an important role in spreading information about E2DRIVER. The acquisition of replication companies, while still limited due to the impracticality of organising physical events, can therefore still happen within the realm of informal meetings. For that reason, the project cards, with its aim to intrigue automotive SMEs, still have a significant role to play. In addition, just like the factsheet, these cards are not only inviting as physical printouts, but also work well as a digital version due to its clear and concise design.

It is impossible to foretell when exactly the Covid-19 pandemic will end. Given the circumstances, adjustments need to be made to adapt communication and dissemination activities to digital formats as much as possible. Many dissemination materials are well suited to be used at online events, so extra attention will be paid to them. They will be updated to reflect the newest project results and they will play an important part in reaching out to target stakeholders.

6 CONCLUSION

The mid-term list of communication and dissemination materials provides an overview of the materials that have been produced in the project so far. As part of Work Package 6, many materials have been generated with the aim of reaching out to target audiences at physical and online events. This deliverable explains the purpose of the materials produced, the justification behind their design, and how they add value in engaging target audiences. Several different types of dissemination materials were created that address specific audiences, including presentations, a factsheet, a roll-up banner, videos, project cards, a newsletter and social media channels.

Target audiences include management and staff of automotive companies, the general public, science and technical experts, and policymakers. Some of the material, especially the project card, was created with the specific purpose of targeting only certain audiences – in this case the members of firms from the automotive sector. All other dissemination material has been conceived in such a way as to advertise to various target groups. That kind of material was purposefully generated in a simple, easy-to-understand language that provides sufficient information about E2DRIVER to keep the audience engaged.

Special attention is being paid to the Covid-19 outbreak and its impact on the organisation of physical events and, by extension, the generation of dissemination material. While some material was less suited to the online format of C&D activities – in particular, the roll-up banner – the use of most other material could be transferred to the digital world. The role of social media and the project newsletter is highlighted in these times as channels that can compensate for word-of-mouth type of communication that would usually happen at physical gatherings. Both media delineate newest project results that would otherwise be presented at face-to-face events and point to the communication activities and dissemination material that occur and get produced during the project.