



Mid-term Report on Communication and Dissemination Activities

E2DRIVER H2020 project

MAIN AUTHOR: EPC

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ABBREVIATIONS

C&D: Communication and dissemination

EC: European Commission

KPIs: Key Performance Indicators

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 Mid-term Report on Communication and Dissemination Activities gives an overview of all such activities that were performed within the first 18 months of the E2DRIVER project. The different online communication tools such as the E2DRIVER website, E2DRIVER social media channels, the E2DRIVER newsletter and events that were visited by M18 of the project are presented. All dissemination activities done within this project as well as all events that were organised or attended by E2DRIVER partners are also presented and listed in the annex.

Additionally, this report gives an insight into the number and type of stakeholders reached by all dissemination activities and events as well as corresponding metrics that quantify the outreach of the project.

Within the first 18 months of the E2DRIVER project, a wide range of print and online dissemination products were produced and widely spread by the dissemination channels of all participating partners. The E2DRIVER project reached solid recognition among relevant stakeholders from academia, the automotive industry and policy in the field of energy efficiency.

All dissemination activities, including users of the E2DRIVER website and followers of the three E2DRIVER social media channels, reached 177,917 stakeholders. When the TV appearance by POLITICO on the Italian national broadcasting service RAI is included, the number rises by about 2.5 million. The vast majority of stakeholders (almost 90%) are from the general public, while 4% are from industry and 2.5% are from academia. Over 900 stakeholders from policy were reached as well, while outreach to media stakeholders engaged over 1200 people.

3,321 stakeholders were reached via events. 20 events were organised, and 39 events were attended by E2DRIVER partners. About 46% of the stakeholders reached were from industry, while some 15% are from academia. The general audience and civil society were reached at rates of 11% and 16%, respectively. About 3% of policy makers were reached as well.

Altogether, 181,238 stakeholders (2,681,238 including the presentation of RAI TV) were reached within the first 18 months. Within the next few months, especially after the finalisation of the E2DRIVER platform and the presentation of the project's central tangible result, the number of stakeholders will continue to increase. The results of this Mid-term Report on Communication and Dissemination Activities are in line with D6.4, the Communication and Dissemination Plan, where the main KPIs are depicted. Most numbers are on track to reach the set KPI targets.

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1 INTRODUCTION

This mid-term Report on communication and dissemination activities provides an overview of all communication and dissemination activities within the first 18 months of the E2DRIVER project. The different online communication tools such as the E2DRIVER website, E2DRIVER social media channels and the E2DRIVER newsletter and all dissemination products that were produced until month 18 are presented. The latter include the general project presentation, factsheets, press releases, project banners, and project cards. All dissemination activities done within this project as well as all events that were organised or attended by E2DRIVER partners are presented here and listed in the annex.

This deliverable briefly goes over planned activities already described in D6.4 – Second Communication and Dissemination Plan – as well as materials produced so far and shown in D6.5 – Mid-term Report on Communication and Dissemination material. After the short description, it presents the effect of those activities and the use of materials in terms of outreach to target groups (measured by Key Performance Indicators). In addition, the impact E2DRIVER has achieved by participating at various physical and online events is documented in the fifth section of the report. This deliverable, therefore, does not go to great lengths to describe each material and activity but rather briefly introduces them and highlights their impact. To that end, this report gives an insight to the number and type of stakeholders reached by all dissemination activities and events as well as corresponding metrics that quantify the reach of the project.

2 PROGRESS MEASUREMENT

The communication and dissemination strategy has been anchored in the Communication and Dissemination Plan (D6.3 and D6.4), establishing planned activities and materials to be produced. To track the extent to which each communication material has been exploited and communication activities have been engaged in, a set of indicators was established. These Key Performance Indicators (KPIs) – directly taken from the Grant Agreement – document dissemination activities according to quantitative and qualitative metrics. The success of E2DRIVER's communication actions can thereby be tracked in this manner. The indicators below are divided into six categories, ranging from website visits to event outreach.

Website statistics (by using Google Analytics)

Key indicator	Poor impact	Good impact	Excellent impact
Webpage visits per year	<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

Best practice books 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

The rest of this report presents each material used, activities performed, and all events organised and attended by E2DRIVER partners so far. Wherever possible, each activity/event visit is quantified based on the indicators presented above. Furthermore, additional categories measuring the impact of communication and dissemination activities are added in accordance with the Mid-term Technical report on Communication and Dissemination activities. These categories align with the types of activities and events set forth in the internal E2DRIVER templates that track the progress of partners' communication activities and event participation.

3 ONLINE COMMUNICATION TOOLS

3.1 Website

The E2DRIVER website (Figure 1) is a fundamental tool for the project's interaction with the public and so a determined effort is made to present information in a manner that can be understood by members of the public. The project's website, www.e2driver.eu, was launched in late August 2019 and is hosted by EPC. The website includes key information on E2DRIVER, such as the project's objectives, participating partners, news and events. All produced public dissemination products and public deliverables are made available in the project material section for download.

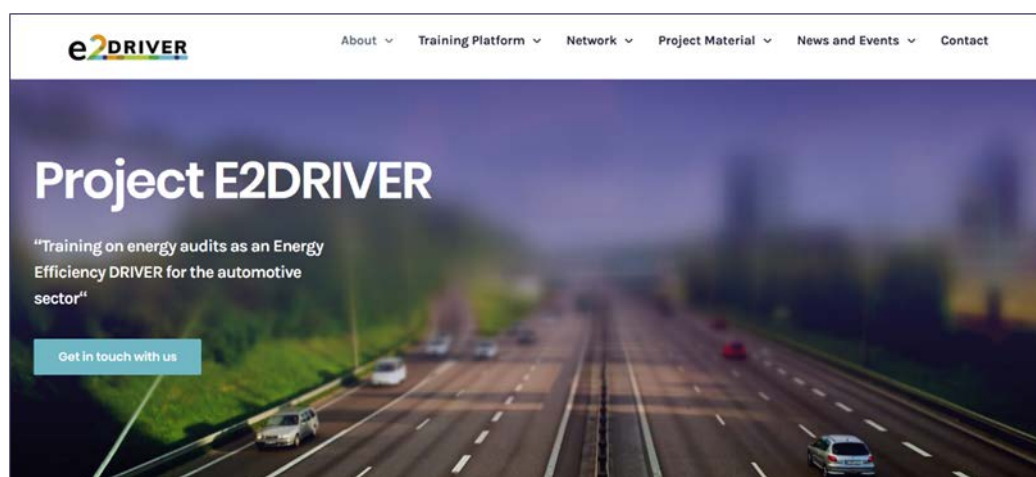


Figure 1: Start page of E2DRIVER website.

The news section of the E2DRIVER website (<https://e2driver.eu/news>) is the main source of information about upcoming and past events, products, deliverables and activities related to E2DRIVER. EPC is in close contact to all partners and proactively asks them to provide information about upcoming and past events of interest for E2DRIVER. The news entries are presented in an attractive way with appealing featured images and photos, downloadable material and further links where applicable.

3.1.1 Website metrics

Thanks to an appealing design and constant updates, in particular of the news and events section, the E2DRIVER website gains a lot of visibility and attention. In addition, a sophisticated communication and dissemination strategy, comprising project internal and external social media channels, leads many users to the website, which is the focal point of all dissemination activities. All social media channels constantly link to the website, where information is given in more detail, and where project material can be downloaded.

The E2DRIVER website's hosting service has kept track of website visits from the day the website went online. Moreover, Google Analytics was implemented in September 2020 to assess detailed website activity, in particular the download frequency of individual materials. For the time span between the launch in late August 2019 and August 2020, no information on individual material metrics is available. However, based on the number of views of specific website sections (e.g. Promotional materials), which is available through the website's hosting service, and the number of downloads of individual

materials tracked from September to November 2020 on Google Analytics, a rough estimate will be provided on the total number of material downloads. The information below is therefore based on data both from the website's hosting service and Google Analytics.

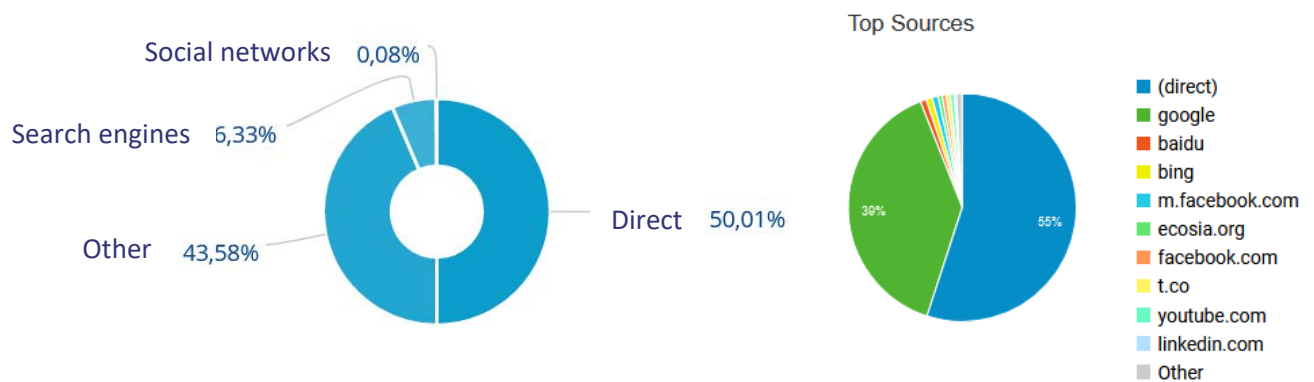


Figure 2: Acquisition overview (Hosting service – left, Google Analytics – right)

Figure 2 shows that most users (around 50%) come from direct links to the E2DRIVER website. Based on Google Analytics data from September to November 2020, more than 39% have searched for E2DRIVER via Google or related search engines. At less than 1%, social media accounts for a low acquisition rate.

Between September 1, 2019 and November 23, 2020, the number of total page views was 13,479 (Figure 3), which is a solid visit count for a Horizon 2020 project.



Figure 3. Number of visitors (Data from hosting service)

01.09.2019 - 23.11.2020		
SEITE	AUFRUFE	ANTEIL
/index.php	11.236	22,04%
/wp-admin/admin-ajax.php	4.504	8,84%
/event/20191017/	2.251	4,42%
.../fontawesome/webfonts/fa-regular-400.woff2	1.337	2,62%
/contact/	1.215	2,38%
/feed/	1.141	2,24%
/platform-structure/	917	1,80%
/aen/	783	1,54%
...ts/fontawesome/webfonts/fa-solid-900.woff2	686	1,35%
/wp-login.php	672	1,32%
Total	24.742	48,54%

01.09.2019 - 23.11.2020		
SEITE	AUFRUFE	ANTEIL
/wp-admin/post.php	679	1,33%
/wp-admin/load-scripts.php	585	1,15%
/partners/	475	0,93%
/newsletter/	460	0,90%
/project-deliverables/	457	0,90%
/background-and-objectives/	392	0,77%
/events/	383	0,75%
/news/	370	0,73%
/author/epc_ko/	345	0,68%
/th1s_1s_a_404.html	337	0,66%
Total	4.483	8,79%

01.09.2019 - 23.11.2020		
SEITE	AUFRUFE	ANTEIL
/promotional-material/	343	0,67%
/project-material/	339	0,67%
/wp-admin/load-styles.php	334	0,66%
/project-structure/	328	0,64%
/training-content/	314	0,62%
/feed	310	0,61%
/e2driver-community/	284	0,56%
/training_platform/	278	0,55%
/e2driver-methodology/	277	0,54%
/news-and-events/	269	0,53%
Total	3.076	6,03%

Figure 4: Top 30 sites (included are administrative page counts that do not count towards user engagement)

As can be seen in Figure 4, pages on the E2DRIVER website have been viewed over 32,000 times between September 1 and November 23, although that number includes the interaction with administrative sites. The real number of views generated by E2DRIVER stakeholders is around 28,000. The main page is, naturally, the site that has been viewed most (22%), as this URL is usually mentioned with general links to the E2DRIVER project. The second most visited page (not taking into account the administrative page) is the event page about the S3 Forum, an event hosted in October 2019 in Italy. This page is directly followed by the contact page (again not taking into account an administrative part of the website). The platform structure and the partner AEN are the sites that rank fourth and fifth, showing that users are interested in the central part of the E2DRIVER project – its platform – which will be finalised in January 2021.

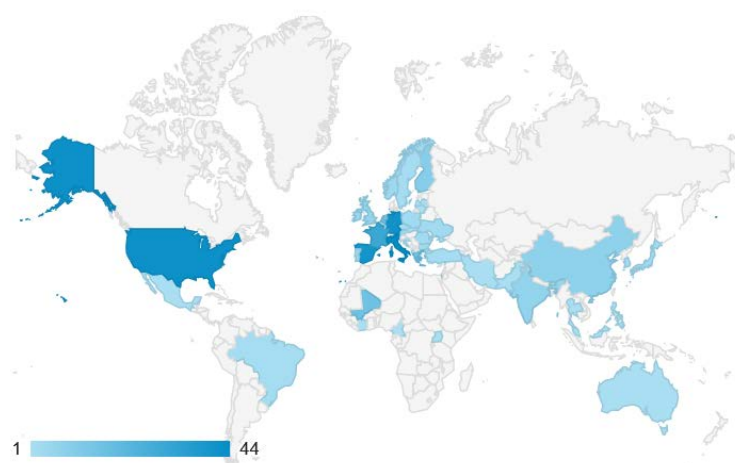


Figure 5: Location of audience.


Country ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	344 % of Total: 100.00% (344)	344 % of Total: 100.00% (344)	537 % of Total: 100.00% (537)
1.  Italy	44 (12.79%)	44 (12.79%)	94 (17.50%)
2.  United States	42 (12.21%)	42 (12.21%)	43 (8.01%)
3.  Germany	41 (11.92%)	41 (11.92%)	93 (17.32%)
4.  Spain	40 (11.63%)	40 (11.63%)	79 (14.71%)
5.  France	30 (8.72%)	30 (8.72%)	37 (6.89%)
6.  Greece	16 (4.65%)	16 (4.65%)	45 (8.38%)
7.  Mali	16 (4.65%)	16 (4.65%)	16 (2.98%)
8.  Netherlands	14 (4.07%)	14 (4.07%)	14 (2.61%)
9.  Finland	10 (2.91%)	10 (2.91%)	10 (1.86%)
10.  China	8 (2.33%)	8 (2.33%)	8 (1.49%)

Figure 6: Visitors from top 10 countries

Figures 5 and 6 show the geographical distribution of E2DRIVER website visitors. This information, however, should be taken with a grain of salt since the Google Analytics data it is based on only takes into account the period between September 1, 2020 until November 23, 2020. E2DRIVER's hosting service does not provide information about the geographical distribution of visitors, which is why Google Analytics was used. According to that information, most visitors are located in Italy (12.8%), followed by the United States (12.2%). Ranked between third and sixth place are visitors that are based in countries that are part of the E2DRIVER project. This shows that dissemination activities conducted by project partners carefully target stakeholders from the automotive and other sectors within the four E2DRIVER countries. It furthermore demonstrates that the E2DRIVER results are of relevance and interest to the respective national stakeholders (Figure 6).

Table 3. E2DRIVER website metrics resume

Website metrics: Sep 1, 2019 – Nov 23, 2020	
Number of Page Views	28,000
Number of Visitors	13,479
Number of Sessions	15,164
Number of pdf material downloads (October 1 to November 23, 2020)	18
Number of events in event calendar	20
Number of news posts	10

3.2 Social Media Channels

Social media channels, as described in D6.4 and D6.5, play a major role in interacting with the E2DRIVER target groups and the general public throughout the project lifecycle. They engage users to participate in E2DRIVER events and activities and constantly direct traffic to the E2DRIVER website. Posts include new results published on the website, workshops, conferences, events and news regarding energy efficiency. Relevant information from other partners, automotive organisations or interesting stakeholders is also shared on the E2DRIVER accounts. E2DRIVER also has a very close cooperation of cross-dissemination with several related projects. When important events or news are posted on the news section of the website and on social media, or related “sister” projects indicate E2DRIVER in their posts, EPC, which is in charge of social media, immediately shares the content.

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, as well as numerous EU-funded projects, automotive industries and most relevant organisation active in the domain of energy efficiency. Twitter accounts of these relevant stakeholders are followed and relevant news from the network is supported by likes or retweeting. The E2DRIVER Twitter account (Figure 7) is accessible at <https://twitter.com/E2DRIVERproject>.



Figure 7: E2DRIVER Twitter account

3.2.1.1 Twitter metrics

Twitter is a highly important social media channel for E2DRIVER. Most partner organisations of E2DRIVER as well as many individual researchers that are active within the project are following and interacting with the E2DRIVER Twitter account. Via Twitter, E2DRIVER is connected with many other industrial energy efficiency projects, initiatives and stakeholders that like and share E2DRIVER tweets and vice versa. Within the first year of E2DRIVER, the project gained solid visibility that is shown in the following metrics Table 4 that were derived via Twitter Analytics.

Table 4. E2DRIVER twitter account metrics

Twitter metrics: Sep 30, 2019 – Nov 23, 2020	
Number of Followers	70
Following	137
Total number of Tweets	92
E2DRIVER Tweets	31
Number of Retweets	61
Total number of Profile Visits	400
Total number of Mentions	66
Total number of Tweet Impressions	16530

The E2DRIVER Twitter account has constantly been gaining growing attention, views and new followers. Especially tweets that are retweeted by partners gain a high visibility. The tweets with the highest impressions were tweets about the World Energy Efficiency Day (1644 impressions) and about the E2DRIVER training format (1612 impressions).

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 were added to the LinkedIn network. Partners reached out to relevant partners from their networks plus any contacts from other bioeconomy-related projects and events. The E2DRIVER LinkedIn account (Figure 8) is accessible at <https://www.linkedin.com/company/e2driver>.

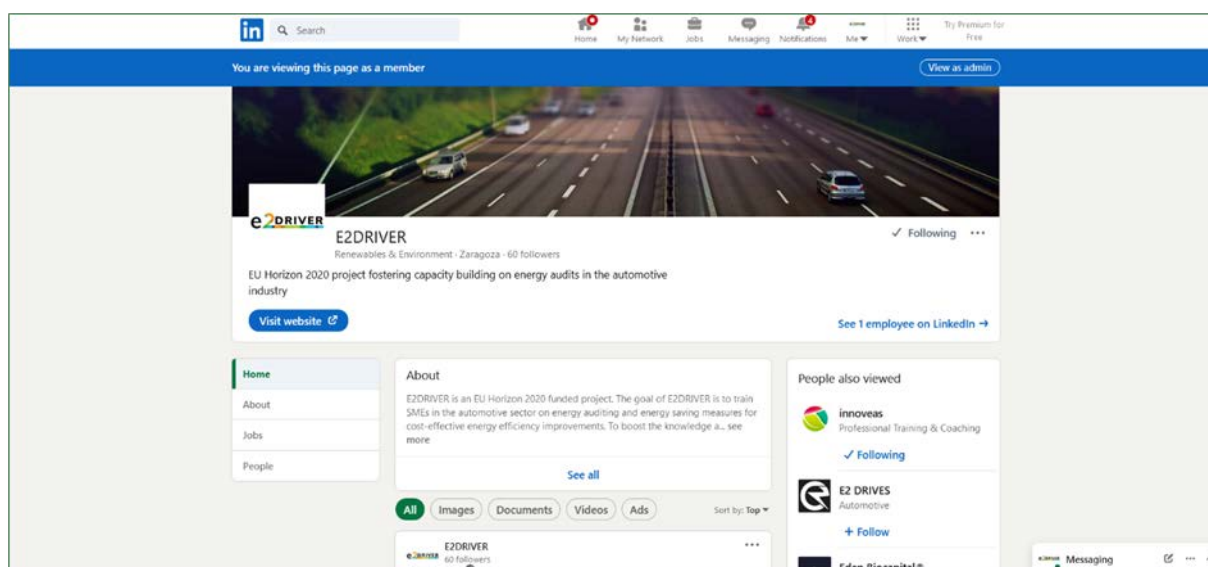


Figure 8. E2DRIVER LinkedIn account

3.2.2.1 LinkedIn metrics

E2DRIVER further increases its outreach via LinkedIn. In particular, researchers and individuals that are active in the field of energy efficiency are reached by the LinkedIn profile. Partner organisations and related projects regularly share E2DRIVER LinkedIn posts, but also numerous engaged researchers from the E2DRIVER consortium frequently post their own project related content and share official E2DRIVER posts.

A special company profile was set up for the E2DRIVER LinkedIn page in order to take advantage of the Analytics tool integrated into LinkedIn. Almost all activity has occurred on that page. Based on the metrics (Table 5), the E2DRIVER LinkedIn page has had the following impact:

Table 5. E2DRIVER LinkedIn account metrics

LinkedIn metrics: Nov 22, 2019 – Nov 23, 2020	
Number of Followers	71
Number of pages followed	80
Number of Groups	3
Posts	52
Page Views	358
Unique Visitors	145
Post Impressions	6344

The E2DRIVER LinkedIn page has acquired 71 followers and has been viewed 358 times until November 23, 2020. In general, E2DRIVER LinkedIn posts have an average of 122 impressions per post. The most successful LinkedIn post, in terms of impressions, was about the learning materials E2DRIVER has produced so far (<https://www.linkedin.com/feed/update/urn:li:activity:6694566876061683713/>).

3.3 Project Newsletter

The E2DRIVER newsletter is available online via the website and online mailing lists to communities of stakeholders. The list of subscribers is hosted by EPC. 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 (Figure 10). 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.



Figure 9: Second E2DRIVER newsletter.

3.3.1.1 Newsletter metrics

The first two newsletters have reached 29 recipients so far (Table 6). However, social media posts about the two E2DRIVER newsletters were among the most successful posts within the first 18 months of the project.

Table 6. E2DRIVER newsletter metrics

Newsletter metrics	1 st newsletter (published Feb 18, 2020)	2 nd newsletter (published Aug 13, 2020)
Number of Newsletter Recipients	22	7
Newsletter website downloads	52	21
Twitter Impressions	-	282
LinkedIn Impressions	-	128
Clicks on Newsletter page on website	209	247

Many partners and related projects shared, retweeted and liked the newsletter posts. Including the number of recipients and downloads from the E2DRIVER website, 501 stakeholders were reached. With more visibility, more newsletter are getting downloaded and read. This refers to social media visibility in particular, which exposes the newsletter to a wide audience from different fields. The numbers of Twitter and LinkedIn impressions of the second newsletter can attest to that, suggesting that future newsletter will reach even greater audiences.

4 DISSEMINATION MATERIAL

4.1 General Project Presentation

The general project presentation was designed to give a general overview of E2DRIVER at fairs, meeting, 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 (Figure 11). The two presentations 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.



Figure 10: Selected slides from the E2DRIVER general project presentation.

To date, the general project presentation was used by many E2DRIVER partners in numerous events to present the project. These events included exhibitions, workshops, fairs and other events. In total, 380 stakeholders were reached using the E2DRIVER presentation at 8 different events, while the presentation was downloaded about 70 times by late November 2020 (Table 7).

Table 7. E2DRIVER presentation metrics

E2DRIVER presentation metrics – by Nov 20, 2020	
Times presentation was used at events	8
Number of stakeholders reached	380
Presentation website downloads	70

4.2 Press Release

An official E2DRIVER press release was issued in concordance with three other “sister” projects (SPEEDIER, SMEmPower and Innoveas) in October 2020 (Figure 12). The content of the press release was E2DRIVER’s organisation of an event on energy efficiency in SMEs at Sustainable Places 2020. To date, this is the only such press release officially published by the project. Most of the press releases are targeted at the audience of publicly oriented media including newspapers and internet platforms/online news channels, particularly those targeting the set target groups. It was announced via the E2DRIVER social media channels where the news was shared by the partners and other contacts. The press release is available for download on the E2DRIVER website.



Figure 11: First E2DRIVER press release.

Within the first 18 months of the E2DRIVER project, the official press release was published on the project website on October 1st and disseminated via E2DRIVER social media channels. Press releases by partners were also issued in order to further disseminate information about E2DRIVER. They were distributed among the partners’ dissemination channels. Partner press releases targeted the general audience, but also industry, media and other groups, depending on partners’ areas of activity. There

have been 4 such press releases in total. The partners' own press releases have reached roughly 495 stakeholders in total.

Furthermore, numerous news entries published on partners' websites served the purpose of announcing E2DRIVER events, recent results and other news. While not press releases per se, these entries play a valuable part in getting the news out, communicating latest project updates and engaging general and other audience to become aware of and participate in the E2DRIVER community. In total, 19 such entries have been published. The very large number of 14091 stakeholders reached this way attests to the overall importance of news entries as communication channels. In this case, it was the cluster partner MESAP who takes the bulk of the credit for making an immense outreach impact due to their vast network of partners and stakeholders they regularly interact with.

In total, 14,640 stakeholders were reached by the official E2DRIVER press release, partner press releases and partner news entries (Table 8). A list of the press releases distributed within E2DRIVER and their dissemination channels can be found in Annex A.

Table 8. E2DRIVER press release and entries metrics

Press release and entries metrics – by Nov 20, 2020	
Number of project press releases	1
Number of partner press releases	4
Number of stakeholders reached by all press releases	549
Number of news entries	19
Number of stakeholders reached by partner news entries	14091
E2D Press release downloads	6
Twitter Impressions	178
LinkedIn Impressions	257

4.3 Brochure and factsheet

So far, no project brochure has been developed. Therefore, no target audiences have been reached via this material. On the other and, a first project factsheet has been produced to communicate main project information such as the raison d'être of E2DRIVER, its methodology and benefits (Figure 13). 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. The E2DRIVER factsheet is available on the E2DRIVER website.

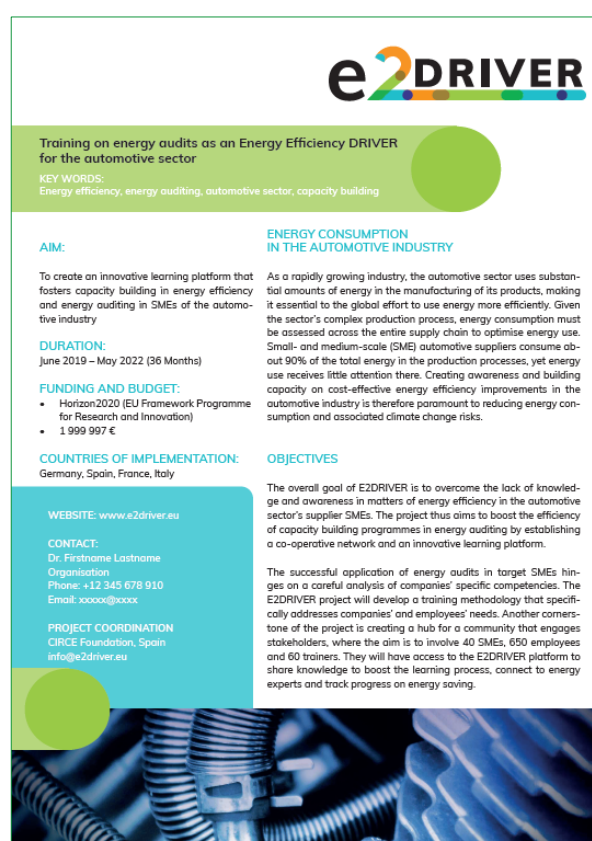


Figure 12. E2DRIVER factsheet

In the first 18 months of the E2DRIVER project, 2238 stakeholders were reached through the E2DRIVER factsheets on social media. Furthermore, the factsheets were designed to be printed out by partners and to be used at different events, mostly in a face-to-face conversation about E2DRIVER (Table 9). Since the outbreak of COVID-19, however, only few chances existed to actively disseminate project information by means of factsheets, although AEN did distribute this material at several different venues throughout the course of the project. More information can be found in Annex A.

Table 9. E2DRIVER factsheet metrics

Factsheet metrics – by Nov 20, 2020	
Number of downloads	58
Times distributed at events/venues	25
Twitter impressions	2104
LinkedIn impressions	134

4.4 Project banners

An E2DRIVER roll-up banner has been developed early in the project and has been used at fairs, conferences and all other events where the project is presented (Figure 14). 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.



Figure 13: E2DRIVER project banner

So far, an English and a German version of the E2DRIVER banner was produced. The German version was printed by AEN and used extensively at various events. They were on display at many events organised by and related to E2DRIVER. However, as the COVID-19 pandemic made it nearly impossible to organise fact-to-face events where the banner could be displayed, the little relevant information that exists is available only for the period prior to February (Table 10). More information can be found in Annex A.

Table 10. E2DRIVER roll-up banner metrics

Banner metrics – by Nov 20, 2020	
Number of downloads	17
Times used at events	12

4.5 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 15). Designed in the format of an elongated postcard, it can easily be handed out to interested companies at conferences, fairs and related events (Table 11). The project card contains information on the benefits of participating in E2DRIVER, its engagement process as well as basic background facts about the project.



Figure 14: E2DRIVER project card.

Table 11. E2DRIVER project card metrics

Project card metrics – by Nov 20, 2020	
Total number of versions	4
Times distributed	15
Number of website downloads	15

4.6 E2DRIVER 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.

Based on YouTube analytical data, videos that aim at presenting E2DRIVER to different target groups have had a solid impact in terms of visibility. Table 12 summarises this impact. The number of videos includes training instructions, webinars and general project presentations.

Table 12. E2DRIVER video metrics

Video metrics – by Nov 20, 2020	
Number of videos	12
Channel views	167

4.7 Scientific and technical papers

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. 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.

As of now, no scientific or technical papers have been published. However, E2DRIVER partners are closely working with three other sister projects – SPEEDIER, SMEmPower and innoveas – to produce a scientific publication related to the Sustainable Places 2020 conference held online on October 29, 2020 (see Section [5.2.1](#)).

4.8 Number and type of stakeholders reached via dissemination activities

The use of online communication tools of E2DRIVER described in Chapter 3, together with the employment of project material described in Chapter 4, form, for the most part, the official communication and dissemination activities of E2DRIVER. Apart from official E2DRIVER activities, however, each partner has additionally contributed to presenting and disseminating E2DRIVER results via their own channels, employing their own communication materials and methods (such as social media, newsletters and press releases). These numbers have not been individually described, although a list of all activities and channels, including those employed by E2DRIVER partners, has been added in Annex A.

Table 13 therefore displays the accumulated numbers and types of stakeholders reached via all dissemination activities in the first 18 months of E2DRIVER:

Table 13. Number and type of stakeholders reached via E2DRIVER dissemination activities

Academia	Industry	Civil Society	General Public	Policy Makers	Media	Investors	Customers	Others	TOTAL
4324	7629	1924	159314	907	1212	20	134	2453	177,917

When accumulating all dissemination activities, a total of 177,917 stakeholders were reached in the first 18 months of E2DRIVER. This means that E2DRIVER reached an average of almost 10,000 people per month. When divided by the number of 12 partners, each partner reached around 800 stakeholders per month on average, which demonstrates very strong engagement of all partners within E2DRIVER.

One caveat to the above numbers is the absence of a communication activity performed by the partner POLITO. In June 2020, a presentation on Virtual Reality and Augmented Reality technologies by POLITO's Fabrizio Lamberti was broadcasted on the Italian channel RAI. It was later added to RAI TV's web streaming service (<https://www.raicultura.it/articoli/2020/06/Realta-Virtuale-e-Realta-Aumentata--Applicazioni-788f57c8-2f10-40f8-a698-d9599497b4b9.html>). According to official numbers, some **2.5 million** viewers watched the segment about VR technologies. Including this number in the table above without a proper context would have unrealistically skewed the total count, which is why the outreach via the TV segment was mentioned separately. Including this segment, however, would raise the total number of stakeholders reached to around 2,677,917.

5 EVENTS

All partners are expected to attend at least two relevant events in the lifetime of E2DRIVER. Events are announced via the E2DRIVER website, newsletter and social media channels. An overview is given in Table 14. Detailed information about every event attended or organised is given in Annex B. Within the first 18 months of the project, E2DRIVER partners have participated in a total of 39 events, while 20 events were organised.

Table 14. E2DRIVER events

Overview of events organised and participated in within E2DRIVER – M1-18	
Organisation of Conference	6
Organisation of Workshop	14
Exhibition	1
Training	-
Participation at Conference	7
Participation at Workshop	8
Participation at other events	11
Brokerage event	-
Pitch event	11
Trade fair	1
Activities jointly organised with other EU projects	1
Other	-

5.1 Events organised as part of E2DRIVER

Several formats of events were organised as part of E2DRIVER, and upcoming events are currently being planned.

5.1.1 E2DRIVER workshops

From September to November 2020, 3 national workshops were organised by partners from three demo countries – Spain, Italy and France. Although the workshops were supposed to take place as physical events, the outbreak of Covid-19 has forced the partners to organise these workshops online. It has been decided that the fourth workshop, meant to be organised by the German partners, will not take place given the continued presence of AEN at various national events, where they presented the project to a great extent to a broad variety of stakeholders.

5.2 Participation at Conferences and Fairs

Visiting and actively participating in events is crucial to identifying and directly addressing important stakeholders for E2DRIVER that might become part of the E2DRIVER community. Each partner is responsible for identifying relevant events, which are in line with the theme of the project. These events are integrated into the event calendar of the E2DRIVER website and posted on social media. 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 produced printed dissemination material such as project cards, project banners and factsheets to be distributed at events.

An overview of all events E2DRIVER partners have participated in is given in Annex B. In the table, date, name of event, partner who attended, the contribution of E2DRIVER and, if applicable, a link to the event is given.

5.2.1 Collaboration with other projects and Sustainable Places 2020

In October 2020, a joint online event was organised together with three other E2DRIVER ‘sister’ projects – innoveas, SPEEDIER and SMEmPower. As part of the event Sustainable Places 2020, the four projects held a [workshop](#) titled “Energy Efficiency Solutions for SMEs” where they presented their capacity building programmes. The diversity of the projects highlighted the different approaches to training staff members of SMEs to develop technical knowledge and skills and instil behavioural changes to improve energy efficiency in their organisations. The agenda of the workshop included the following points:

- Workshop presentation
- SMEs and energy efficiency. Needs & background discoveries to date
- Training proposals based on discoveries
- Policies to date for SMEs. Possibilities in this regard for SMEs. Needs of development.
- Conclusion

This event marked the pinnacle of a months-long cooperation between 4 different EU H2020 projects based around capacity building in industrial energy efficiency. While Sustainable Places was the first such collaborative event, it is not to be the last one. The projects also constantly support each other on social media and through other channels. Further partnerships will be explored with the three sister projects and other projects tackling similar topics to E2DRIVER (Table 15).

Table 15. E2DRIVER collaborations metrics

Collaboration metrics – by Nov 20, 2020	
Collaboration with related EU project	3

5.3 Number and type of stakeholders reached via events

In chapter 5, the events organised and attended as part of E2DRIVER were described. They are listed in detail in Annex B. In the following Table 16 the accumulated numbers and types of stakeholders reached via events are displayed for the first 18 months of E2DRIVER:

Table 16. Number and type of stakeholders reached via E2DRIVER events

Academia	Industry	Civil Society	General Public	Policy Makers	Media	Investors	Customers	Others	TOTAL
482	1536	523	361	85	16	5	26	287	3321

In total, 3,321 stakeholders were reached via events. When taking into account that most of these stakeholders received a more profound introduction to the E2DRIVER project than they would via posts on social media channels or even newsletters, the number of stakeholders that have been reached is indeed very impactful. Many of the stakeholders were engaged in a personal conversation about the project and have received printed dissemination material, which presumably leads to stakeholders consciously acknowledging, if not memorising, E2DRIVER and its objectives.

6 CONCLUSION

Within the first 18 months of the E2DRIVER project, a wide range of print and online dissemination products have been produced and widely spread by the dissemination channels of all participating partners. The E2DRIVER project reached a Europe-wide broad recognition among relevant stakeholders from academia, industry and policy in the field of energy efficiency.

All dissemination activities, including users of the E2DRIVER website and followers of the two E2DRIVER social media channels, reached 177,917 stakeholders. When the TV appearance by POLITICO on the Italian national broadcasting service RAI is included, the number rises by about 2.5 million. The vast majority of stakeholders (90%) are from the general public, while 4% are from industry and 2.5% are from academia. Some 840 stakeholders from policy were reached as well, while outreach to media stakeholders engaged over 1200 people.

3,321 stakeholders were reached via events. 20 events were organised, and 39 events were attended by E2DRIVER partners. About 46% of the stakeholders reached were from industry, while some 15% are from academia. The general audience and civil society were reached at rates of 11% and 16%, respectively. About 3% of policy makers were reached as well.

Altogether, 181,238 stakeholders (2,681,238 including the presentation of RAI TV) were reached within the first 18 months. Within the next few months, especially after the finalisation of the E2DRIVER platform and the presentation of the project's central tangible result, the number of stakeholders will continue to increase. The results of this Mid-term Report on Dissemination are in line with D6.4, the Dissemination and Communication Plan.

ANNEXES

Annex A: Overview of all dissemination activities of E2DRIVER partners between M1 and M18.

Date	Further specification	Partner	Link
Official E2DRIVER and partner press release			
February 14, 2020	SERNAUTO's Board of Directors - Information about E2DRIVER project	SERNAUTO	
May 22, 2020	SERNAUTO's Board of Directors - Information about E2DRIVER project	SERNAUTO	
Sept 22, 2020	SERNAUTO's Board of Directors - Information about E2DRIVER project	SERNAUTO	
October 1, 2020	Promoting the first press release in the news section of the E2DRIVER website	EPC	https://e2driver.eu/e2driver-and-three-sister-projects-organise-workshop-at-sustainable-places-2020/
E2DRIVER factsheet			
June 24, 2019	Clustertreffen (Innotrend radar TRK)	AEN	https://ae-network.de/e2driver-uebersicht/
September 26, 2019	Future Mobility Breakfast	AEN	https://www.karlsruhe.ihk.de/innovation/energie/energie-aktuell/archiv-energie-aktuell2019/neuer-inhalt26-09-2019-future-mobility-road-show-4507704
October 6, 2019	Tag der Offenen Tür (FUX) (Mobilitätsquiz)	AEN	https://www.k3-karlsruhe.de/news/der-alte-schlachthof-laedt-ein-zum-tag-der-offenen-tueren
October 17, 2019	Energyforum Rhein Neckar	AEN	www.m-r-n.com/neuigkeiten-und-veranstaltungen/veranstaltung-details/130891/
November 12, 2019	SMART City (Baden-Baden)	AEN	https://www.fokusenergie.net/gfx_content/news/191112_Friedrich_Neumann.pdf
November 14, 2019	PAMINA Business Club Delegationsreise	AEN	
November 20, 2019	Carl Benz Schule Kooperation (Herr Nissl)	AEN	
January 27, 2020	Vortrag auf Danube Energy+ Meeting	AEN	
January 28, 2020	Carl Benz Schule Ausbilderabend	AEN	
February 20, 2020	Horizon Projekterfahrungen: E2Driver	AEN	
April 23, 2020	KIT Jahresfeier	AEN	
April 29, 2020	TRK Energiestrategie	AEN	
May 19, 2020	Bioökonomie Schwarzwald	AEN	
June 6, 2020	Hubwerk01	AEN	
June 22, 2020	Heinrich-Hertz-Schule, Lernfabrik	AEN	Prof. Fritz J. Neff besuchte die Lernfabrik der Heinrich-Hertz-Schule – Automotive engineering network (ae-network.de)
July 15, 2020	Der Energiekongress 2020	AEN	Der Energiekongress 2020 – Automotive engineering network (ae-network.de)
August 3, 2020	Innovationen aus Karlsruhe, Postgalerie MyappCafé	AEN	
September 18, 2020	Energy Hub TRK Region	AEN	

Communication campaign (e.g. radio, TV)			
June 15, 2020	Broadcasting of presentation of Virtual Reality and Augmented Reality technologies on the Italian channel RAI	POLITO	https://www.raicultura.it/articoli/2020/06/Realta-Virtuale-e-Realta-Aumentata--Applicazioni-788f57c8-2f10-40f8-a698-d9599497b4b9.html
Video/Film			
July 22, 2020	MESAP's webinar on energy efficiency: E2D case	MESAP	https://www.youtube.com/watch?v=EoPbc9nQILs&utm_source=Mesap+-+Segnalazioni&utm_campaign=f7429d5274-EMAIL_CAM-PAIGN_2020_07_21_08_34&utm_medium=email&utm_term=0_b673a7c9df-f7429d5274-92274605
September 29, 2020	Spanish national E2DRIVER workshop	CIRCE, SERNATO	https://www.youtube.com/watch?v=GsqxUQvO2ys&feature=youtu.be
October 8, 2020	Introduction to the E2DRIVER Project	CIRCE	https://www.youtube.com/watch?v=TtmFnaOb0ls
October 30, 2020	Italian national E2DRIVER online workshop	SINERGIE, POLITO, MESAP	https://www.youtube.com/watch?v=josy0WVFSJg
November 13, 2020	Sustainable Places 2020 Workshop on E2DRIVER Youtube	CIRCE, MOV'EO	https://www.youtube.com/watch?v=Sd50JnlbEkc
E2DRIVER presentation used at events			
July 19, 2019	Future Mobility Breakfast Preparation	AEN	
July 24, 2019	Netzwerktreffen AEN	AEN	
August 8, 2019	Team meeting Wifö bei AEN	AEN	
September 26, 2019	Energy4u 2019	AEN	www.hs-karlsruhe.de/energy4u
February 18, 2020	E-Mobilität Veranstaltung mit Stadtwerken Karlsruhe	AEN	
Own presentation by partners			
January 10, 2019	Kick off meeting with City of Karlsruhe (Department of Economics)	AEN	
February 1, 2019	Mobility test weeks (IHK)	AEN	
February 13, 2019	Wirtschaftsförderungsausschuss - Präsentation AEN	AEN	
February 20, 2019	Clusteragentur Baden-Württemberg	AEN	
April 03, 2019	Clustertreffen (Erneuerbare Energie & Energiespeicher & Elektromobilität)	AEN	https://www.w-quadrat.de/termine-und-veranstaltungen/7355/
April 4, 2019	Fokus Energie	AEN	
April 9, 2019	AEN Mobilitätsdialog am Runden Tisch (Netzwerktreffen) (Microchip Technologies GmbH)	AEN	
April 17, 2019	M-Five	AEN	
May 14, 2019	Regionalkonferenz Mobilitätswende	AEN	www.m-r-n.com
January 22, 2020	Netzwerktreffen AEN mit Fraunhofer IOSB, Hochschule Offenburg	AEN	
March 17, 2020	Workshop Danube Energy+	AEN	
June 19, 2020	Workshop Danube Energy+	AEN	

September 30, 2020	Meeting Wirtschaftsförderung Status E2DRIVER Replikationsbetriebe	AEN	-
October 2, 2020	Gründerallianz Meeting Status E2DRIVER	AEN	-
October 8, 2020	Danube Energy+ Regional Alliance Meeting Status E2DRIVER	AEN	-
News on external websites			
June 17, 2019	Presentation of E2D to the ECCP community	MESAP	https://www.clustercollaboration.eu/profile-articles/e2driver-welcome-eu-training-platform-automotive-supply-0
July 11, 2019	Presentation of E2DRIVER on Industrial Union of Turin website	MESAP	https://www.ui.torino.it/servizio/hub-dellinnovazione/notizia/79819/tecnologia-internazionalizzazione-e-progetti/#ToolManager
February 28, 2020	E2DRIVER updated on Industrial Union of Turin website	MESAP	https://www.ui.torino.it/servizio/hub-dellinnovazione/notizia/81223/progetti-europei-e-internazionalizzazione-polo/#ToolManager
June 12, 2020	E2D updated on Industrial Union of Turin website	MESAP	https://www.ui.torino.it/servizio/hub-dellinnovazione/notizia/82536/mesap-goes-to-europe-5-le-principali-attivit%C3%A0/#ToolManager
September 7, 2020	Presentation of E2D to the ECCP community: updates	MESAP	https://www.clustercollaboration.eu/profile-articles/mesap-goes-europe-5
October 15, 2020	Presentation of E2D to the ECCP community: updates	MESAP	https://www.clustercollaboration.eu/profile-articles/mesap-goes-europe-8
October 21, 2020	E2D Italian dissemination event: Industrial Union of Turin website	MESAP	https://www.ui.torino.it/servizio/hub-dellinnovazione/notizia/83459/lefficienza-energetica-nei-processi-produttivi/#ToolManager
November 17, 2020	Presentation of E2D to the ECCP community: updates	MESAP	https://www.clustercollaboration.eu/profile-articles/mesap-goes-europe-9
E2DRIVER and partner newsletters			
June 17, 2019	Presentation of E2D to the MESAP community: MESAP GOES TO EUROPE #1 - through newsletter	MESAP	https://www.mesap.it/attivita-di-internazionalizzazione-del-polo-mesap/
January 28, 2020	Presentation of E2D to the MESAP community (updates): MESAP GOES TO EUROPE #3 - through newsletter	MESAP	https://www.mesap.it/mesap-goes-to-europe-3/
Feb 18, 2020	First official E2DRIVER newsletter	EPC	https://archive.newsletter2go.com/?n2g=im0rctaf-yt485r0l-pif
June 9, 2020	Presentation of E2D to the MESAP community (updates): MESAP GOES TO EUROPE #5 - through newsletter	MESAP	https://www.mesap.it/mesap-goes-to-europe-5/
June 16, 2020	Red SERNAUTO 5 - Association members weekly newsletter	SERNAUTO	
July 3, 2020	MESAP's webinar on energy efficiency: E2D case - through newsletter	MESAP	https://www.mesap.it/event/9438/?utm_source=Mesap++Segnalazioni&utm_campaign=7d01fc511f-EMAIL_CAMPAIGN_2020_07_01_07_03&utm_medium=email&utm_term=0_b673a7c9df-7d01fc511f-62849693&utm_source=Mesap++Segnalazioni&utm_campaign=ce617eabf5-EMAIL_CAMPAIGN_2020_07_07_09_27&utm_medium=email&utm_term=0_b673a7c9df-ce617eabf5-92274605
July 7, 2020	MESAP's webinar on energy efficiency: E2D case 1st reminder - through newsletter	MESAP	https://www.mesap.it/event/9438/?utm_source=Mesap++Segnalazioni&utm_campaign=7d01fc511f-EMAIL_CAMPAIGN_2020_07_01_07_03&utm_medium=email&utm_term=0_b673a7c9df-7d01fc511f-62849693&utm_source=Mesap++Segnalazioni&utm_campaign=ce617eabf5-EMAIL_CAMPAIGN_2020_07_07_09_27&utm_medium=email&utm_term=0_b673a7c9df-ce617eabf5-92274605
July 7, 2020	Red SERNAUTO 8 - Association members weekly newsletter	SERNAUTO	
July 9, 2020	MESAP's webinar on energy efficiency: E2D case 2nd reminder - through newsletter	MESAP	https://www.mesap.it/event/9438/?utm_source=Mesap++Segnalazioni&utm_campaign=7d01fc511f-EMAIL_CAMPAIGN_2020_07_01_07_03&utm_medium=email&utm_term=0_b673a7c9df-7d01fc511f-62849693&utm_source=Mesap++Segnalazioni&utm_campaign=ce617eabf5-EMAIL_CAMPAIGN_2020_07_07_09_27&utm_medium=email&utm_term=0_b673a7c9df-ce617eabf5-92274605

August 13, 2020	Second official E2DRIVER newsletter	EPC	https://archive.newsletter2go.com/?n2g=im0rctaf-pvf56cdj-3f3
September 03, 2020	Red SERNAUTO 11 - Association members weekly newsletter	SERNAUTO	
September 09, 2020	Red SERNAUTO 12 - Association members weekly newsletter	SERNAUTO	
September 22, 2020	Red SERNAUTO 14 - Association members weekly newsletter	SERNAUTO	
October 8, 2020	E2D Italian dissemination event: newsletter	MESAP	https://www.mesap.it/event/e2driverevent/
October 9, 2020	News on FIRST's weekly newsletter	SINERGIE	https://first.aster.it/aster/viewNews/48730/efficienza-energetica-nell-automotive-evento-per-le-pmi
October 15, 2020	Presentation of E2D to the MESAP community (updates): MESAP GOES TO EUROPE #8 - through newsletter	MESAP	https://www.mesap.it/mesap-goes-to-europe-8/
October 20, 2020	Red SERNAUTO 17 - Association members weekly newsletter	SERNAUTO	
October 21, 2020	E2D Italian dissemination event: newsletter	MESAP	https://www.mesap.it/event/e2driverevent/
November 04, 2020	Red SERNAUTO 18 - Association members weekly newsletter	SERNAUTO	
November 17, 2020	Presentation of E2D to the MESAP community (updates): MESAP GOES TO EUROPE #9 - through newsletter	MESAP	https://www.mesap.it/mesap-goes-to-europe-9/
December 23, 2020	AEN End of the Year Newsletter	AEN	

Selected entries on partner websites

June 18, 2019	Kick-off Meeting E2DRIVER news in CIRCE website	CIRCE	http://www.fcirce.es/eficiencia-energetica-es/proyecto-e2driver-plata-forma-pymes-automocion
June 25, 2019	Presentation of E2DRIVER on EPC website	EPC	https://e-p-c.de/en/avada_portfolio/h2020-project-e2driver/
February 01, 2020	Presentation of E2DRIVER Project	SERNAUTO	https://www.sernauto.es/sala-de-prensa/noticias/sernauto-participa-en-el-proyecto-europeo-e2driver
April 9, 2019	Presentation of E2DRIVER project on R+D Sernauto Commission	SERNAUTO	
February 10, 2020	E2DRIVER project card	AEN	Projekt E2Driver – Automotive engineering network (ae-network.de)
May 5, 2020	Pilots on AEN-Webpage	AEN	Projekt E2Driver – Automotive engineering network (ae-network.de)
June 11, 2020	E2DRIVER project on R+D Sernauto Commission	SERNAUTO	
June 15, 2020	E2DRIVER general assembly	SERNAUTO	https://www.move2future.es/noticias/131-el-proyecto-europeo-e2driver-celebra-su-asamblea-general
July 3, 2020	MESAP's webinar on energy efficiency: E2D case	MESAP	https://www.mesap.it/event/9438/?utm_source=Mesap++Segnalazioni&utm_campaign=7d01fc511f-EMAIL_CAMPAIGN_2020_07_01_07_03&utm_medium=email&utm_term=0_b673a7c9df-7d01fc511f-62849693&utm_source=Mesap++Segnalazioni&utm_campaign=ce617eabf5-EMAIL_CAMPAIGN_2020_07_07_09_27&utm_medium=email&utm_term=0_b673a7c9df-ce617eabf5-92274605
July 7, 2020	MESAP's webinar on energy efficiency: E2D case 1st reminder	MESAP	https://www.mesap.it/event/9438/?utm_source=Mesap++Segnalazioni&utm_campaign=7d01fc511f-EMAIL_CAMPAIGN_2020_07_01_07_03&utm_medium=email&utm_term=0_b673a7c9df-7d01fc511f-62849693&utm_source=Mesap++Segnalazioni&utm_campaign=ce617eabf5-EMAIL_CAMPAIGN_2020_07_07_09_27&utm_medium=email&utm_term=0_b673a7c9df-ce617eabf5-92274605
July 9, 2020	MESAP's webinar on energy efficiency: E2D case 2nd reminder	MESAP	https://www.mesap.it/event/9438/?utm_source=Mesap++Segnalazioni&utm_campaign=7d01fc511f-EMAIL_CAMPAIGN_2020_07_01_07_03&utm_medium=email&utm_term=0_b673a7c9df-7d01fc511f-62849693&utm_source=Mesap++Segnalazioni&utm_campaign=ce617eabf5-EMAIL_CAMPAIGN_2020_07_07_09_27&utm_medium=email&utm_term=0_b673a7c9df-ce617eabf5-92274605

July 24, 2020	Spanish online event in CIRCE website	CIRCE	https://www.fcirce.es/evento-es/la-eficiencia-energetica-en-el-sector-de-la-automocion-como-clave-para-la-competitividad-de-las-pymes-proyecto-e2driver
July 31, 2020	Promotion of E2DRIVER event	SERNAUTO	https://www.move2future.es/noticias/132-29-09-2020-jornada-de-difusion-del-proyecto-europeo-e2driver-apuntate
October 6, 2020	Dissemination of event to attract replicating companies	SERNAUTO	https://www.sernauto.es/sala-de-prensa/noticias/el-proyecto-europeo-e2driver-te-esta-buscando
October 8, 2020	E2D Italian dissemination event: newsletter	MESAP	https://www.mesap.it/event/e2driverevent/
October 7, 2020	Webpage on Sinergie company website	SINERGIE	http://www.sinergie-italia.com/index.php/eventi-press/239-efficienza-energetica-e2driver
October 8, 2020	Dissemination of event to attract replicating companies	SERNAUTO	https://www.move2future.es/noticias/135-eres-una-pyme-de-automocion-y-quieres-ser-mas-eficiente-energeticamente-participa-en-el-proyecto-europeo-e2driver
October 9, 2020	E2D French dissemination event	MOV'EO	https://pole-moveo.org/en/evenements/smes-free-training-improve-energy-efficiency-e2driver/
October 21, 2020	E2D Italian dissemination event: newsletter	MESAP	https://www.mesap.it/event/e2driverevent/

Posts in partner social media channels

June 13, 2019	Post on Facebook - Kick-Off Meeting	SINERGIE	https://www.facebook.com/sinergie.scarl/posts/2159073387544985
June 13, 2019	Post on LinkedIn - Kick-Off Meeting	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6544884963228041216
June 13, 2019	Post on Twitter - Kick-Off Meeting	SINERGIE	https://twitter.com/Sinergie_NET/status/1139122384420651008
June 14, 2019	KoM E2DRIVER news in project manager account	CIRCE	https://www.linkedin.com/posts/diego-redondo-taberner-phd-836228b6_e2driver-h2020-epc-activity-6545235047279022080-kxOO
June 17, 2019	Presentation of E2D to the MESAP community: LinkedIn	MESAP	-
June 18, 2019	KoM E2DRIVER news in CIRCE	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6546684987117318144
June 18, 2019	KoM E2DRIVER news in CIRCE	CIRCE	https://www.facebook.com/fcirce/posts/2734870913194201
June 18, 2019	KoM E2DRIVER news in CIRCE	CIRCE	https://twitter.com/fCIRCE/status/1140919706733416448
June 20, 2019	KoM E2DRIVER news in ESEFICIENCIA shared in project manager account	CIRCE	https://www.linkedin.com/posts/diego-redondo-taberner-phd-836228b6_herramientas-innovadoras-para-ahorrar-energ%C3%ADa-activity-6549546018583650304-lWi2
August 20, 2019	Website launching in project manager account	CIRCE	https://www.linkedin.com/posts/diego-redondo-taberner-phd-836228b6_about-activity-6577805769213792256-ykM-
October 17, 2019	Post on LinkedIn - Participation at Forum S3	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6590547936143265792
October 17, 2019	Post on Facebook - Participation at Forum S3	SINERGIE	https://www.facebook.com/sinergie.scarl/photos/a.635746903210982/2380154662103522/?type=3&theater
October 17, 2019	Post on Twitter - Participation at Forum S3	SINERGIE	https://twitter.com/Sinergie_NET/status/1184775308353781765?s=20
November 24, 2019	Newsletter subscription in project manager account	CIRCE	https://www.linkedin.com/posts/diego-redondo-taberner-phd-836228b6_e2driver-linkedin-activity-6627516177906184193-3ctM
November 27, 2019	Newsletter dissemination	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6605445295306354688
November 27, 2019	Newsletter dissemination	CIRCE	https://www.facebook.com/fcirce/posts/3070404359640853
November 27, 2019	Newsletter dissemination	CIRCE	https://twitter.com/fCIRCE/status/1199679506375684097
December 3, 2019	I SC meeting in Berlin in project manager account	CIRCE	https://www.linkedin.com/posts/diego-redondo-taberner-phd-836228b6_e2driver-h2020-energyefficiency-activity-6610477740002947072-KmCa
December 6, 2019	Post on LinkedIn - Newsletter subscription	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6608654116707147776
December 9, 2019	Post on Twitter - Newsletter subscription	SINERGIE	https://twitter.com/Sinergie_NET/status/1204071907001282560?s=20

December 10, 2019	Post on Facebook - Steering Committee	SINERGIE	https://www.facebook.com/sinergie.scarl/photos/a.635746903210982/2493745354077785/?type=3&theater
December 10, 2019	Post on LinkedIn - Steering Committee	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6608654116707147776
December 10, 2019	Post on Twitter - Steering Committee	SINERGIE	https://twitter.com/Sinergie_NET/status/1204436980744048641
January 15, 2020	Newsletter dissemination	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6623135956889403392
January 15, 2020	Newsletter dissemination	CIRCE	https://www.facebook.com/fcirce/posts/3187788221235799
January 15, 2020	Newsletter dissemination	CIRCE	https://twitter.com/fCIRCE/status/1217372566370779137
January 18, 2020	Newsletter dissemination in project coordinator account	CIRCE	https://www.linkedin.com/posts/erudino-llano-g%C3%BCemes-30756611b_newsletter-activity-6622503563144769536-uBNC
January 21, 2020	Post on Facebook - Newsletter subscription	SINERGIE	https://www.facebook.com/sinergie.scarl/posts/2579621688823484?_tn=-R
January 27, 2020	Dissemination of factsheet (online) via E2DRIVER social media channels	EPC	https://twitter.com/E2DRIVERproject/status/1221716609166925824
February 7, 2020	Visit to the first pilot company: Mollebalestra SpA	MESAP	-
February 26, 2020	Visit to the second pilot company: Mollebalestra SpA	MESAP	-
March 12, 2020	Newsletter dissemination	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6643810494329176064
March 12, 2020	Newsletter dissemination	CIRCE	https://www.facebook.com/fcirce/posts/3318330194848267
March 12, 2020	Newsletter dissemination	CIRCE	https://twitter.com/fCIRCE/status/1238047136861822978
March 30, 2020	Joining together with E2DRIVER sister project – SPEEDIER, SEmPower and innoveas	EPC	https://twitter.com/E2DRIVERproject/status/1244589833298890757
June 12, 2020	IIGA E2DRIVER in project manager account	CIRCE	https://www.linkedin.com/posts/diego-redondo-taberner-phd-836228b6_auto-motivesector-h2020-horizon2020-activity-6676720687085969408-e-l-
June 16, 2020	Red SERNAUTO 5 - Association members weekly newsletter	SERNAUTO	
July 7, 2020	Red SERNAUTO 8 - Association members weekly newsletter	SERNAUTO	
July 24, 2020	Spanish online event in CIRCE website	CIRCE	https://www.fcirce.es/evento-es/la-eficiencia-energetica-en-el-sector-de-la-automocion-como-clave-para-la-competitividad-de-las-pymes-proyecto-e2driver
August 5, 2020	Spanish online event in project manager account	CIRCE	https://www.linkedin.com/posts/diego-redondo-taberner-phd-836228b6_h2020-eficienciaenergética-formación-activity-6693407811948306432-wXmB
August 10, 2020	Spanish online event in project coordinator account	CIRCE	https://www.linkedin.com/posts/activity-6693760935519121408-8r_Q
August 10, 2020	Spanish online event in CIRCE	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6698510660424228865
August 10, 2020	Spanish online event in CIRCE	CIRCE	https://www.facebook.com/fcirce/posts/3730383776976238
August 10, 2020	Spanish online event in CIRCE	CIRCE	https://twitter.com/fCIRCE/status/1292745770219843585
August 19, 2020	Spanish online event in CIRCE	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6701772187721846785
August 19, 2020	Spanish online event in CIRCE	CIRCE	https://www.facebook.com/fcirce/posts/3758119814202634
August 19, 2020	Spanish online event in CIRCE	CIRCE	https://twitter.com/fCIRCE/status/1296006236362743810
August 31, 2020	Spanish online event in project manager account	CIRCE	https://www.linkedin.com/posts/diego-redondo-taberner-phd-836228b6_h2020-eficienciaenergética-formación-activity-6706091560364216320-X-l
September 2, 2020	Spanish online event in CIRCE	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6706841325758746624
September 2, 2020	Spanish online event in CIRCE	CIRCE	https://www.facebook.com/fcirce/posts/3802504403097508

September 2, 2020	Spanish online event in CIRCE	CIRCE	https://twitter.com/fCIRCE/status/1301077009695674368
September 3, 2020	Red SERNAUTO 11 - Association members weekly newsletter	SERNAUTO	
September 9, 2020	Red SERNAUTO 12 - Association members weekly newsletter	SERNAUTO	
September 14, 2020	Spanish online event in CIRCE	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6711197632426991616
September 14, 2020	Spanish online event in CIRCE	CIRCE	https://www.facebook.com/fcirce/posts/3841772472504034
September 14, 2020	Spanish online event in CIRCE	CIRCE	https://twitter.com/fCIRCE/status/1305434139622084608
September 15, 2020	Spanish online event in project manager account	CIRCE	https://www.linkedin.com/posts/diego-redondo-taberner-phd-836228b6_automociaen-pymes-circe-activity-6711199509386428416-KCFJ
September 22, 2020	Red SERNAUTO 14 - Association members weekly newsletter	SERNAUTO	
September 23, 2020	Spanish online event in CIRCE	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6714446108652773376
September 23, 2020	Spanish online event in CIRCE	CIRCE	https://www.facebook.com/fcirce/posts/3871514862863128
September 23, 2020	Spanish online event in CIRCE	CIRCE	https://twitter.com/fCIRCE/status/1308681722280775680
September 28, 2020	Spanish online event in CIRCE	CIRCE	https://www.linkedin.com/feed/update/urn:li:activity:6716280437959876608
September 28, 2020	Spanish online event in CIRCE	CIRCE	https://www.facebook.com/fcirce/posts/3888497254498222
September 28, 2020	Spanish online event in CIRCE	CIRCE	https://twitter.com/fCIRCE/status/1310513527766102016
October 7, 2020	Post on Facebook - SAVE THE DATE- Online Event E2Driver	SINERGIE	https://www.facebook.com/sinergie.scarl/posts/3219939458125034
October 7, 2020	Post on LinkedIn - SAVE THE DATE- Online Event E2Driver	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6719561967679414273
October 7, 2020	Post on Twitter - SAVE THE DATE- Online Event E2Driver	SINERGIE	https://twitter.com/Sinergie_NET/status/1313794395385331712?s=20
October 14, 2020	Post on Facebook - Online Event Information	SINERGIE	https://www.facebook.com/sinergie.scarl/posts/3235168416602138
October 14, 2020	Post on LinkedIn - Online Event Information	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6722159423877390337
October 18, 2020	Post on LinkedIn - E2Driver event Reminder	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6727142010328903681
October 19, 2020	LinkedIn - Online Event E2Driver	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6723886220000182272
October 19, 2020	Facebook- Online Event E2Driver	SINERGIE	https://www.facebook.com/events/624842551522973?active_tab=about
October 20, 2020	Red SERNAUTO 17 - Association members weekly newsletter	SERNAUTO	
October 21, 2020	Post on Facebook - Online Event Information	SINERGIE	https://www.facebook.com/sinergie.scarl/posts/3235175633268083%20n
October 21, 2020	Post on LinkedIn - Online Event Information	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6724696395288256513
October 23, 2020	E2D Italian dissemination event: LinkedIn	MESAP	-
October 23, 2020	E2D Italian dissemination event: Twitter	MESAP	-
October 26, 2020	Post on Facebook - Online Event Agenda	SINERGIE	https://www.facebook.com/sinergie.scarl/posts/3272380886214224
October 26, 2020	Post on LinkedIn - Online Event Agenda	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6726462862660829184
October 26, 2020	Post on Twitter - Online Event Agenda	SINERGIE	https://twitter.com/Sinergie_NET/status/1320699195594924032?s=20
October 27, 2020	Post on E2Driver participation Sustainable Places 2020	SINERGIE	https://www.facebook.com/sinergie.scarl/posts/3272438666208446

October 27, 2020	Post on E2Driver participation Sustainable Places 2020	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6726825037342523392
October 27, 2020	Post on E2Driver participation Sustainable Places 2020	SINERGIE	https://twitter.com/Sinergie_NET/status/1321059069717692416?s=20
October 28, 2020	Post on Facebook - E2Driver event Reminder	SINERGIE	https://www.facebook.com/sinergie.scarl/posts/3272457899539856
October 28, 2020	Post on Twitter - E2Driver event Reminder	SINERGIE	https://twitter.com/Sinergie_NET/status/1321376161746833409?s=20
October 28, 2020	reminder E2D Italian dissemination event: LinkedIn	MESAP	-
October 28, 2020	reminder E2D Italian dissemination event: Twitter	MESAP	-
October 29, 2020	Post on LinkedIn online Event - E2Driver Live webinar video	SINERGIE	https://www.linkedin.com/posts/activity-6727542314308292609-ymaQ
October 30, 2020	Post on Facebook online Event - E2Driver Live webinar video	SINERGIE	https://www.facebook.com/events/624842551522973/?post_id=638117153528846&view=permalink
November 3, 2020	Post on Facebook - E2Driver Live webinar video	SINERGIE	https://www.facebook.com/sinergie.scarl/posts/3282922918493354
November 3, 2020	Post on LinkedIn - E2Driver Live webinar video	SINERGIE	https://www.linkedin.com/feed/update/urn:li:activity:6729422380298514432
November 3, 2020	Post on Twitter- E2Driver Live webinar video	SINERGIE	https://twitter.com/Sinergie_NET/status/1323656180401541122?s=20

Annex B: Overview of all events organised and attended by E2DRIVER partners between M1 and M18.

Date	Name of event	City, country	Partner involved	Contribution of E2DRIVER	Further information (Link)
Activities jointly organized with other EU projects					
October 29, 2020	Energy Efficiency Solutions for SMEs	Online	CIRCE, MOV'EO	Organisation of event	https://www.sustainable-places.eu/home/sp20-workshops-events/energy-smes/
Exhibition					
February 12 – 14, 2020	A&T2020 - international manufacturing fair	Turin, Italy	MESAP	PPT presentation	https://www.aetevent.com/
Organisation of Conference					
April 3, 2019	Clustertreffen (Erneuerbare Energie & Energiespeicher & Elektromobilität)	Gernsbach, Germany	AEN	Delivery of factsheets	https://www.w-quadrat.de/termine-und-veranstaltungen/7355/
April 9, 2019	AEN Mobilitätsdialog am Runden Tisch (Netzwerktreffen) (Microchip Technologies GmbH)	Karlsruhe, Germany	AEN	Own presentation	
July 19, 2019	Future Mobility Breakfast Preparation	Karlsruhe, Germany	AEN	Oral presentation	
September 26, 2019	Future Mobility Breakfast	Karlsruhe, Germany	AEN	Delivery of factsheets/booth	https://www.karlsruhe.ihk.de/innovation/energie/energie-aktuell/archiv-energie-aktuell2019/neuer-inhalt26-09-2019-future-mobility-roadshow-4507704
January 21, 2020	Netzwerktreffen AEN with Fraunhofer IOSB, Hochschule Offenburg	Karlsruhe, Germany	AEN	Oral presentation	
February 18, 2020	E-Mobilität Veranstaltung mit Stadtwerken Karlsruhe	Karlsruhe, Germany	AEN	PPT presentation	
Organisation of Workshops					
August 8, 2019	Team meeting Wifö bei AEN	Karlsruhe, Germany	AEN	PPT presentation	
February 20, 2020	Horizon Projekterfahrungen: E2Driver	Karlsruhe, Germany	AEN	Distribution of E2D factsheet	
April 2, 2020	Vorstandssitzung AEN	Karlsruhe, Germany	AEN	Own presentation	
July 9, 2020	MESAP's webinar on energy efficiency: E2D case	Online event	MESAP	Oral presentation	https://www.mesap.it/event/9438/?utm_source=Mesap+-+Segnala-zioni&utm_campaign=7d01fc511f-EMAIL_CAM-PAIGN_2020_07_01_07_03&utm_medium=email&utm_term=0_b673a7c9df-7d01fc511f-92274605

August 3, 2020	Innovationen aus Karlsruhe: My-AppCafé	Karlsruhe, Germany	AEN	Distribution of E2D factsheet	
September 1, 2020	Netzwerktreffen AEN Taskforce KMU	Karlsruhe, Germany	AEN	Own presentation	
September 29, 2020	La eficiencia energética en el sector de la automoción como clave para la competitividad de las PYMES. Proyecto E2DRIVER	Online event	CIRCE, SERNAUTO	Oral presentation, PPT	https://www.youtube.com/watch?v=GsqxUQvO2ys&feature=youtu.be
October 28, 2020	L'efficienza energetica nei processi produttivi come leva competitiva per le PMI nel settore automotive. Il progetto europeo E2DRIVER	Online	MESAP, POLITO, SINERGIE	Oral presentation, PPT	http://www.sinergie-italia.com/index.php/eventi-press/239-efficienza-energetica-e2driver https://www.mesap.it/event/e2driverevent/
November 20, 2020	Webinar organized by Mov'eo & Engie to present energy audits benefits and E2Driver trainings	Online event	MOV'EO, ENGIE	Oral presentation, PPT	

Participation at Conferences

January 10, 2019	Kick off meeting with City of Karlsruhe (Department of Economics)	Karlsruhe, Germany	AEN	Oral presentation	
February 13, 2019	Wirtschaftsförderungsausschuss - Präsentation AEN	Karlsruhe, Germany	AEN	Own presentation	
May 14, 2019	Regionalkonferenz Mobilitätswende	Ludwigshafen, Germany	AEN	Own presentation	www.m-r-n.com
June 24, 2019	Clustertreffen (Innotrend radar TRK)	Karlsruhe, Germany	AEN	Delivery of factsheets	
August 7, 2019	Fokus Energie (Herr Schön)	Karlsruhe, Germany	AEN	Delivery of factsheets	
September 26, 2019	Energy4u 2019	Karlsruhe, Germany	AEN	Delivery of fact-sheets/booth	www.hs-karlsruhe.de/energy4u
October 17, 2019	Energyforum Rhein Neckar	Heidelberg, Germany	AEN	Delivery of factsheets	www.m-r-n.com/neuigkeiten-und-veranstaltungen/veranstaltung-details/130891/
December 17, 2019	1. Cluster-Regio-Point (cluster-dialog Baden-Württemberg)	Karlsruhe, Germany	AEN	Attendance	https://www.clusterportal-bw.de/aktuelles/veranstaltungen/Event/show/veranstaltung/cluster-regio-point-1249/
January 13, 2020	IHK Neujahrsempfang Karlsruhe	Karlsruhe, Germany	AEN	Attendance	Neujahrsempfang 2020 - IHK Karlsruhe
January 27, 2020	Danube Energy+ Meeting	Karlsruhe, Germany	AEN	Distribution of E2D factsheet	
July 15, 2020	Der Energiekongress 2020 - virtuell	Karlsruhe, Germany	AEN	Participation in round table/panel discussion	Der Energiekongress 2020 – Automotive engineering network (ae-network.de)
October 8-9, 2020	Contractors Meeting on H2020 Industry related projects (private event)	Online	CIRCE	Participation in round table	

Participation at other events

January 1, 2019	New years greetings & project coordination	Karlsruhe, Germany	AEN	Other	
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February 2, 2019	Mobility test weeks (IHK)	Karlsruhe, Germany	AEN	Participation in round table	
February 20, 2019	Clusteragentur Baden-Württemberg (Herr Meier zu Köker)	Karlsruhe, Germany	AEN	Attendance	
October 6, 2019	Tag der Offenen Tür (FUX) (Mobilitätsquiz)	Karlsruhe, Germany	AEN	Oral presentation	https://www.k3-karlsruhe.de/news/der-alte-schlachthof-laedt-ein-zum-tag-der-offenen-tueren
November 12, 2019	SMART City (Baden-Baden)	Baden-Baden, Germany	AEN	Delivery of factsheets	https://www.fokusenergie.net/gfx_content/news/191112_Friedrich_Neumann.pdf
November 20, 2019	Carl Benz Schule Kooperation	Karlsruhe, Germany	AEN	Attendance	
January 28, 2020	Carl Benz Schule Ausbilderabend	Karlsruhe, Germany	AEN	Distribution of E2D factsheet	
April 23, 2020	KIT Jahresfeier	Karlsruhe, Germany	AEN	Distribution of E2D factsheet	
April 29, 2020	TRK Energiestrategie	Karlsruhe, Germany	AEN	Distribution of E2D factsheet	
May 19, 2020	Bioökonomie Schwarzwald	Stuttgart, Germany	AEN	Distribution of E2D factsheet	
June 22, 2020	Heinrich-Hertz-Schule, Lernfabrik	Karlsruhe, Germany	AEN	Distribution of E2D factsheet	Prof. Fritz J. Neff besuchte die Lernfabrik der Heinrich-Hertz-Schule – Automotive engineering network (aenetwork.de)
September 18, 2020	Energy Hub TRK Region	Karlsruhe, Germany	AEN	Distribution of E2D factsheet	
September 30, 2020	Meeting Wirtschaftsförderung Status E2Driver Replikationsbetriebe	Karlsruhe, Germany	AEN	own presentation	
October 2, 2020	Gründerallianz Meeting Status E2Driver	Karlsruhe, Germany	AEN	Oral presentation	
November 14, 2020	PAMINA Business Club Delegationsreise	Munich, Germany	AEN	Delivery of factsheets	
Participation at Workshops					
January 17, 2019	ENGAGE! Brand creating and profiling	Karlsruhe, Germany	AEN	Attendance	
June 25, 2019	Technologienetzwerk Transformation	Stuttgart, Germany	AEN	Participation in round table	https://cars.region-stuttgart.de/4-treffen-technologienetzwerk-transformation/
March 17, 2020	Workshop Danube Energy+	Karlsruhe, Germany	AEN	own presentation	
June 19, 2020	Workshop Danube Energy+	Karlsruhe, Germany	AEN	Oral presentation	
October 8, 2020	Danube Energy+ Regional Alliance Meeting Status E2Driver	Karlsruhe, Germany	AEN	Oral presentation	
October 17, 2019	Forum S3 - Risorse di oggi, un valore per domani - Sistemi produttivi efficienti e innovativi	Ravenna, Emilia-Romagna, Italy	SINERGIE	Attendance	https://www.aster.it/eventi/risorse-di-oggi-un-valore-per-domani-sistemi-produttivi-efficienti-e-innovativi
Trade fair					

May 14, 2019	3rd regional Conference Mobility transformation	Ludwigshafen, Germany	AEN	Participation in round table	
Pitch events					
November 22, 2019	Rothweiler, Feinwerkmechanik	Pfinztal, Germany	AEN	Pitch to pilot or replication companies	
November 26, 2019	E2Driver Stöhr Besuch	Königsbach-Stein, Germany	AEN	Pitch to pilot or replication companies	
November 26, 2019	E2Driver Rothweiler Besuch	Pfinztal, Germany	AEN	Pitch to pilot or replication companies	
November 27, 2019	TRIM Part Solutions Bruchsal E2Driver	Bruchsal, Germany	AEN	Pitch to pilot or replication companies	
January 2, 2020	Communication campaign launched in January to engage Pilot companies	France	MOV'EO	Pitch to pilot or replication companies	https://pole-moveo.org/pme/projet-europeen-e2driver-pme-devenez-entreprise-pilote-et-soyez-forme-gratuite-ment-en-audit-energetique/
January 15, 2020	Müller Spot Plating Pilot	Königsbach-Stein, Germany	AEN	Pitch to pilot or replication companies	
February 5, 2020	Stöhr Interview	Pfinztal, Germany	AEN	Pitch to Pilot or replication companies	
February 19, 2020	Rothweiler Interview	Pfinztal, Germany	AEN/Eproplan	Pitch to Pilot or replication companies	
February 19, 2020	Stöhr Interview mit Eproplan	Königsbach-Stein, Germany	AEN/Eproplan	Pitch to Pilot or replication companies	
February 23, 2020	Müller Spot Plating Interview	Königsbach-Stein, Germany	AEN	Pitch to Pilot or replication companies	
June 6, 2020	Hubwerk01	Bruchsal, Germany	AEN	Pitch to Pilot or replication companies	
September 1, 2020	Communication campaign launched in September to engage Replication companies (e-mailing, phoning, website).	France	MOV'EO	Pitch to Pilot or replication companies	https://pole-moveo.org/pme/projet-europeen-e2driver-pme-devenez-entreprise-pilote-et-soyez-forme-gratuite-ment-en-audit-energetique/

Annex C: Overview of number and type of stakeholders reached within E2DRIVER between M1 and M18.

	Stakeholders reached via dissemination activities	Stakeholders reached via organised and attended events	TOTAL SUM
Academia	4324	482	4806
Industry	7629	1536	9165
Civil Society	1924	523	2447
General Public	159314	361	159675
Policy Makers	907	85	992
Media	1212	16	1228
Investors	20	5	25
Customers	134	26	160
Other	2453	287	2740
Total number of stakeholders reached	177,917	3321	181,238*

*Including POLITO's presentation of E2DRIVER VR technologies on the Italian national broadcasting channel RAI, the number rises by about 2,5 million. The total number of stakeholders reached is therefore about 2,681,238.