



**NEXT GENERATION OF MULTIFUNCTIONAL,
MODULAR AND SCALABLE SOLID STATE
BATTERIES SYSTEM**

**D9.1 Communication and Dissemination
Plan (initial)**



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Glossary and Abbreviations	
SC	Steering Committee
PC	Project Coordinator
WP	Work Package
WPL	Work Package Leader
CA	Consortium Agreement
DM	Dissemination Manager
EC	European Commission
GA	Grant Agreement
SRIA	Strategic Research and Innovation Agenda
EC	European Commission
SSB	Solid-State Batteries
NMC	Nickel-Manganese-Cobalt
LTO	Lithium-Titanate Oxide
LFP	Lithium Ferro-Phosphate
KPIs	Key Performance Indicators
BBS	Battery Backup System
IPR	Intellectual Property Rights

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Executive Summary

This deliverable outlines EXTENDED's Dissemination and Communication Plan, which was formulated under Task 9.1 (Communication and Dissemination Plan) within Work Package 9 (Dissemination, Exploitation, and Communication).

The goal of this deliverable is to articulate EXTENDED's strategic approach for steering communication and dissemination efforts throughout the project's duration. This entails defining the plan's objectives, identifying the target groups for Dissemination and Communication activities, specifying the information and messages to be communicated, determining the tools and channels to be employed, and establishing the timing of these activities.

This Dissemination and Communication Plan is structured using the 5W approach, addressing the following fundamental questions:

1. **Why disseminate and communicate:** What motivates the need for dissemination and communication within the project?
2. **Whom to disseminate and communicate to:** Who are the intended recipients and stakeholders for the dissemination and communication efforts?
3. **What information to disseminate and communicate:** What specific information and messages will be conveyed to the target audiences?
4. **Where and how to disseminate and communicate:** What channels and tools will be utilized, and where will these activities take place?
5. **When to disseminate and communicate:** When will dissemination and communication activities occur, and how will they be scheduled?

This plan also encompasses strategies for evaluating the impact of Dissemination and Communication activities, allowing for continuous monitoring and improvement. These aspects are comprehensively detailed within this document. The Communication and Dissemination activities are overseen by INOVA, the leader of Task 9.1. Furthermore, every partner in the EXTENDED project is deeply engaged in the Dissemination and Communication work, contributing content, generating publications, participating in events, and promoting the project's outcomes.

This document serves as a comprehensive plan for partners to align on strategic objectives, operational activities, and essential coordination elements. It aims to establish a shared understanding of the key factors that the consortium and the European Commission (EC) must collaborate on, to effectively promote the EXTENDED project. Its primary focus is on delineating methods, tools, responsibilities, and timeline to facilitate smooth collaboration and project advancement.

Section I

1. Introduction

1.1. Project Summary

EXTENDED is a Horizon Europe project with 18 partners and 1 associated partner from 10 EU countries with a mission to design, develop, and validate the next-generation battery pack systems that will drive the mass-market adoption of electric vehicles and applications.

The EXTENDED project aims in the first place to answer and address several issues from the BATT4EU¹'s Strategic Research and Innovation Agenda (SRIA), but the main ambition is to achieve high-performance and safe battery systems based on the next-generation solid-state battery (SSB) cells. The SSB benefits from higher energy density and better safety compared to Li-ion batteries on the market such as Nickel-Manganese-Cobalt (NMC), Lithium-Titanate Oxide (LTO) and Lithium Ferro-Phosphate (LFP). The use of high-energy SSBs and advanced design of balance of plant systems such as thermal management system, battery management system, and mechanical structure, ensures the increased performances and safe behaviour of the targeted battery system compared to commercial Lithium-ion (Li-ion) battery systems. The targeted SSB system will be applied to various transport (including road and airborne transport systems) and stationary applications. Regarding the SRA, this disruptive project seeks to answer two of the main transversal aspects: Safety and Sustainability.

1.2. Deliverable Main Goals

This deliverable describes EXTENDED's Dissemination and Communication Plan, as defined in Task 9.1. (Communication and Dissemination Plan) within Work Package 9 (Dissemination, Exploitation, and Communication). The management and implementation of dissemination and communication activities are led by INOVA (Leader of Task 9.1.).

The main objective of this deliverable is to outline EXTENDED's plan to steer dissemination and communication activities during the project's lifetime. This includes ensuring a good and explicit understanding of the plan's objectives, who the target groups of dissemination and communication activities are, the information and messages that will be communicated, the various tools and channels that will be used, as well as how and when activities will take place.

¹ <https://bepassociation.eu/>

2. Communication and Dissemination framework

2.1. Communication and Dissemination Approaches

To comprehend the Dissemination and Communication approach effectively, it is crucial to distinguish between these two concepts, each having a unique purpose, as defined by the EC:

- **Communication** is a strategically planned process that begins at the project's initiation and continues throughout its lifecycle. Its primary aim is to promote the project and its outcomes. Effective communication requires the implementation of deliberate and precisely targeted measures to convey information about the project and its results to a wide-ranging audience, including the media, and the general public, and potentially engaging in two-way interactions.
- **Dissemination**, in contrast, refers to the public disclosure of the project's results through any suitable means, excluding cases that result from protecting or exploiting the project's outcomes.

Every partner within the EXTENDED project plays an active role in tasks related to Dissemination and Communication. An initial strategy to organize the communication and dissemination activities throughout the project lifecycle is described:

⚙️ Setup (M1-M6):

In this phase, preparation for the smooth implementation of the communication and dissemination activities took place. The project's website was created, along with the visual identity, the social media channels, and the project's communication and dissemination strategy. Templates for reporting on essential events, publications, or other dissemination activities undertaken by the partners were also established.

⚙️ Communication: raising awareness of the project (M4-M36)

Once the visuals and the Dissemination and Communication plan became ready, the communication started with promoting the project's most significant aspects, such as the vision, objectives, and partners. The information will be continuously communicated to the respective target groups, developing the necessary promotional materials and taking action in events to increase and enhance EXTENDED network.

⚙️ Dissemination: promoting project results among stakeholders (M7-M36)

The dissemination of project achievements relies heavily on the tools and channels created during the project lifecycle and on the partner's existing wide networks. Importantly, the project will publish scientific papers in peer-reviewed conferences and journals adhering to the principle of open access. The project's deliverables, classified as public, will become available in the project website (upon EC approval) and shared across the extensive network of EXTENDED social media channels. Publicly accessible content will be presented in its entirety, whereas sensitive information will be disseminated in the form of a concise public summary. The consortium is committed to widely disseminating the EXTENDED project outcomes.

2.2. Organization of the deliverable

This deliverable is organised as follows:

Section I – This section provides an introduction to the project and provides an overview of the deliverable, objectives and organisation: *Chapter 1. Introduction and Chapter 2. Communication and Dissemination framework.*

Section II – This section describes the strategy for the EXTENDED communication and dissemination activities adopting a comprehensive 5W approach: *Chapter 3. WHY: Purpose and Goals of EXTENDED Communication and Dissemination plan, Chapter 4. WHO: Target Groups; Chapter 5. WHAT: Information and results to be disseminated and communicated; Chapter 6. HOW, WHERE and WHEN: Channels and Tools for Communication and dissemination and tentative timeline.*

Section III – This section is devoted to the importance of efficient monitoring and reporting for the EXTENDED project's dissemination activities, emphasizing the active role of each partner in contributing to its content. It also highlights the intricate relationship between dissemination and Intellectual Property Rights (IPR) protection: *Chapter 7. Partner roles and responsibilities.*

Section IV – This section aims to provide a conclusion to the deliverable contents, highlighting and summarising the main action points: *Chapter 8. Conclusion.*

Section II

3. WHY: Purpose and Goals

The Dissemination and Communication Plan is designed to be a strategic tool that enhances the effectiveness of communication and dissemination efforts, ensuring they are purposeful, targeted, efficient, and measurable:

Strategic Alignment: A well-defined plan helps align communication efforts with the overarching goals and objectives of the project. It ensures that all messaging and activities serve a specific purpose and contribute to the project's success.

Audience Engagement: A plan allows for the identification of key target audiences and the development of tailored messages through adequate channels to effectively engage and inform these stakeholders. It ensures that the right message reaches the right people at the right time.

Measurable Impact: With a plan in place, it becomes possible to pursue clear objectives and key performance indicators (KPIs) for communication and dissemination activities. This enables the measurement of impact, allowing for adjustments and improvements over time.

Overall, the main goals of the plan implementation are:

- ⊞ Raise general awareness about the EXTENDED project;
- ⊞ Expand the project's impact;
- ⊞ Engage stakeholders and target groups;
- ⊞ Share practical solutions and knowledge;
- ⊞ Influence public policies and practices;
- ⊞ Develop new communication networks.

4. WHO: Target Groups

The participation of all partners and key stakeholders (identified in collaboration between T8.3 and T9.3 according to D9.4-Initial Business models and exploitation plan) is critical to essentially achieving a mass deployment, acceptance, and replication of the innovations in the batteries sector. The TG1-TG6 represents the users of EXTENDED results (**Table 1** and **Figure 1**). The beneficiaries of the EXTENDED results are TG7, TG8, and TG9 (**Table 1** and **Figure 1**).

Table 1 – EXTENDED Identified Target Groups

Target Group number	Target Group name
TG1	SSB Manufacturers and vehicles OEMs
TG2	Safety Solution Providers
TG3	Refurbishment, Recycling, and EoL companies for batteries
TG4	Engineering services and consultancy

Target Group number	Target Group name
TG5	Technology Providers of Stationary and Aeronautics transports
TG6	Academic and research Community (topics: materials, energy, batteries, design, etc)
TG7	Related projects/Clusters
TG8	Policymakers
TG9	General Public

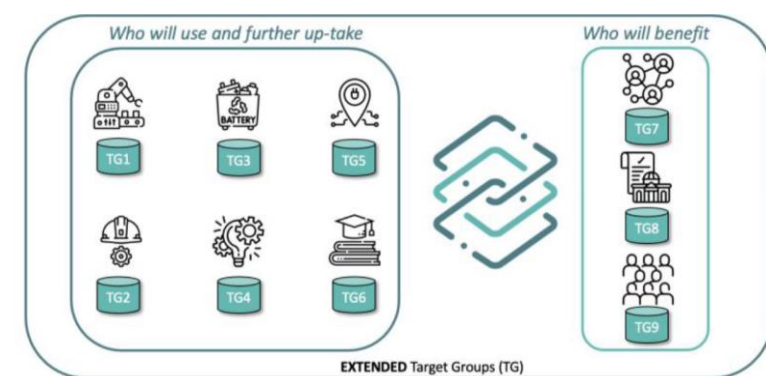


Figure 1 – EXTENDED Target groups and their interaction

Different communication tools will be used to reach the different target groups according to type the type of information that needs to be communicated (**Table 2**).

Table 2 – EXTENDED Target Group communication tools.

Target Group	WHAT Type of information Main Message Purpose	HOW Tool (s) /Channel				
		Website	Newsletter	Social Media	Scient. Pubs.	Workshops
TG1 – SSB Manufacturers	(i) commercialization of SSB modules with high efficiency of weight and volume; (ii) reduction of complexity in battery management system; (iii) results in energy density and thermal safety; optimisation on reducing materials degradation	X	X	X	X	X
TG2 – Safety Solution Providers	(i) power electronics and digital solutions; safety of development; a highly automated process of assembly and disassembly; improvements of lightweight and thermal characteristics.	X	X	X	X	X

Target Group	WHAT Type of information Main Message Purpose	HOW Tool (s) /Channel				
		Website	Newsletter	Social Media	Scient. Pubs.	Workshops
TG3 – Refurbishment, Recycling and EoL companies for batteries	(i) environmental benefits from the development of new battery systems;(ii) results over recyclability increase by using polymer-based materials; (iii) carbon footprint reduction contributions from EXTENDED ; (iv) definition of decarbonisation strategies	X		X	X	X
TG4 – Engineering services and consultancy	(i) simulation framework for SSB systems, (ii) emerging and cutting-edge approaches in the mobility sector, (iii) battery high-performance and safety, and (iv) battery industry interested to adopt R&I results.	X	X	X	X	X
TG5 – Technology Providers of Stationary and Aeronautics transports	(i) results achieved on EXTENDED tests on battery systems validation applied to the industry sector; (ii) economic, environmental, and societal advantages on the design, manufacturing, and recycling of batteries; (iii) mobility industry guidelines for future transport and mobility applications.	X	X	X		X
TG6 – Academic Community	(i) knowledge to open new opportunities in the industry around batteries, (ii) new processes and improved prediction methods will improve the current value proposition offered by existent products/services in the market, (iii) improvements gained by the main end-users, (iv) emerging and cutting-edge approaches in sustainable energy, (v) awareness carbon footprint reduction of the SSB system.	X			X	X
TG7 – Related projects/Clusters	(i) project key achievements, (ii) awareness of battery safety production performance, and (iii) R&D innovations aligned with EU goals towards a sustainable, secure and competitive energy supply for the mobility industry.	X	X	X		X
TG8 – Policymakers	(i) interest and commitments showed by local industry through investments, and (ii) environmental and social-economic impacts coming from the materialisation of investments.	X	X	X		X
TG9 – General Public	(i) environmental and social-economic impacts coming from the materialisation of investments, (ii) emerging and cutting-edge	X	X	X		X

Target Group	WHAT Type of information Main Message Purpose	HOW Tool (s) /Channel				
		Website	Newsletter	Social Media	Scient. Pubs.	Workshops
	<i>approaches in the climate-neutral transport sector; (iii) contributions of energy in the battery industry to SDGs, and EU initiatives.</i>					

5. WHAT: Information and results to be disseminated

The communication about the EXTENDED project and dissemination activities will be issued regularly during the remaining 30 months of the project. The partners will contribute to promoting the action and its results by providing targeted information to multiple audiences (including the media and the general public) strategically and effectively.

This must not impact dissemination obligations, confidentiality obligations, or the data ethical and security obligations, all of which still apply.

EXTENDED's work plan is fully committed to communicating the project's results and their benefits for the stakeholders to the largest possible audience. The communication and dissemination strategy will follow 6 main key components:

I. **Strategic Planning and Branding:**

Develop a comprehensive brand identity:

- 🌀 Logo that symbolizes the project's essence and values.
- 🌀 Establish an informative and visually engaging project website.
- 🌀 Create visually appealing banners for both physical and online displays.
- 🌀 Prepare professional presentations adaptable for diverse audiences.
- 🌀 Prepare and foster utilisation by project partners of dedicated templates for reporting, presenting, etc.

II. **Diverse Communication Channels:**

Create a range of marketing materials to engage stakeholders:

- 🌀 Design and distribute an informative flyer highlighting project milestones and impacts.
- 🌀 Develop and circulate regular newsletters to keep stakeholders updated on progress.
- 🌀 Produce engaging and informative videos showcasing project achievements.

- ⊗ Collaborate with newspapers for features and articles to reach wider audiences.
- ⊗ Utilize social media channels (Twitter, LinkedIn) for timely updates and engagement.

III. **Targeted Outreach and Promotion:**

Promote the project among various audiences and stakeholders:

- ⊗ Publish project-related articles in peer-reviewed journals.
- ⊗ Actively participate in external events, conferences, and workshops related to the project's domain.
- ⊗ Organize dedicated project events to engage with the industry and broader communities.

IV. **Brand Reinforcement and Market Positioning:**

Continuously reinforce the brand identity of EXTENDED:

- ⊗ Emphasize EXTENDED's role as a leader in the design of next-generation solid-state battery (SSB) cells, actively contributing to the development of a sustainable and eco-friendly transportation ecosystem.
- ⊗ Collaborate with partners and stakeholders to strengthen brand recognition and credibility.

V. **Monitoring and Continuous Improvement:**

Implement a system to monitor the effectiveness of communication strategies.

- Regularly assess and adapt strategies to meet evolving audience needs and preferences.

6. HOW, WHERE and WHEN: Channels and Tools

6.1. Visual Identity

EXTENDED will adopt captivating project branding, including logo(s), and layouts which will be used for project presentations and dissemination of results. A unique public branding allows easier identification and ensures visibility. All dissemination materials of the project will take into consideration this visual identity, which will comprise the logotype, the typography, all graphic elements, the brand image, and the templates to be used. INOVA is responsible for designing the visual identity of the EXTENDED project (see Annex 1- visual guide).

EXTENDED will adopt a standardised documentation for project deliverables and presentations to use for both internal and external reporting (Annex 2). The templates for the project deliverables and presentations were developed exclusively for this project following the project branding, and are available to all partners in EXTENDED SharePoint. In addition, a general public presentation is also available for partners to introduce EXTENDED project (Annex 2).

6.1.1. Logo

The process of choosing the EXTENDED project logo began by building upon the logo used in the initial proposal submission. INOVA designed the logo taking into consideration the overall concept of the project and its target audience (**Figure 2**). The interlinked squares represent an artistic vision of the modularity and scalability of the solid-state battery system, indicating its adaptability and growth potential. The number of squares (3) represents the 3 areas of impact: Aviation, Automotive, and Railways.

The logo has several options for different backgrounds, for different reproduction purposes (presentations, brochures, roll-ups, website, etc) (see Annex 1- visual guide).



Figure 2 – EXTENDED Logo (Main colour palette)

6.1.2. Typography

The font type allows the visual identification of written information, configuring a coherent graphic presentation of the visual identity. The main font is EC Square Sans Pro to be used in different communication tools and Verdana for MS Office (see Annex 1- visual guide).

6.1.3. Graphic elements

The main colour palette of the project is composed of **Teal/Greenish-Blue** and **Light Teal/Blue-Green** that symbolizes innovation, growth, and sustainability representing the project's forward-thinking approach towards developing eco-designed, next-generation battery systems that are adaptable to various applications and sustainable in terms of energy usage and environmental impact. The **Grey** symbolizes stability, reliability, and technological advancement. It represents the project's commitment to developing a solid-state battery technology that is not only innovative but also stable, reliable, and technologically advanced (see Annex 1- visual guide).

Key messages will also be used as part of the communication toolkit, easily related to the extended project identity:

- ✎ "Igniting Battery Advancements, Fuelling a Sustainable Future: Our identity is innovation. EXTENDED isn't just a project; it's a commitment to powering progress and empowering a brighter, more sustainable future."
- ✎ "EXTENDED Mobility: Igniting change on roads, rails, skies, and beyond, a powerful stride toward a cleaner, greener tomorrow."

- ⊗ "EXTENDED: Shaping a sustainable today for a thriving tomorrow, where innovation and excellence in battery technology pave the way for a brighter and greener future."

6.2. Website

A dynamic [EXTENDED website](https://extendedproject.eu/) (**Figure 3**) has been created to provide the public access to pertinent, non-sensitive project outcomes. The website is organized into seven primary sections, with the potential for additional tabs and pages to be added as necessary or based on strategic decisions made in the future:

- ⊗ **Home:** Provides a succinct overview of the project's scope and objectives.
- ⊗ **Results:** Contains the project's Work Packages (WPs), offering detailed information on each WP. This section will be regularly updated with project results throughout its lifecycle.
- ⊗ **Partners:** Showcases project partners with hyperlinks to their respective websites for further information.
- ⊗ **News:** Dedicated to housing all project-related news updates.
- ⊗ **Downloads:** Functions as a repository where visitors can download various documents such as marketing materials and newsletters.
- ⊗ **Intranet:** Exclusive access for partners to the EXTENDED SharePoint platform.
- ⊗ **Contacts:** Allows visitors to input their contact information and messages to connect with the EXTENDED team.

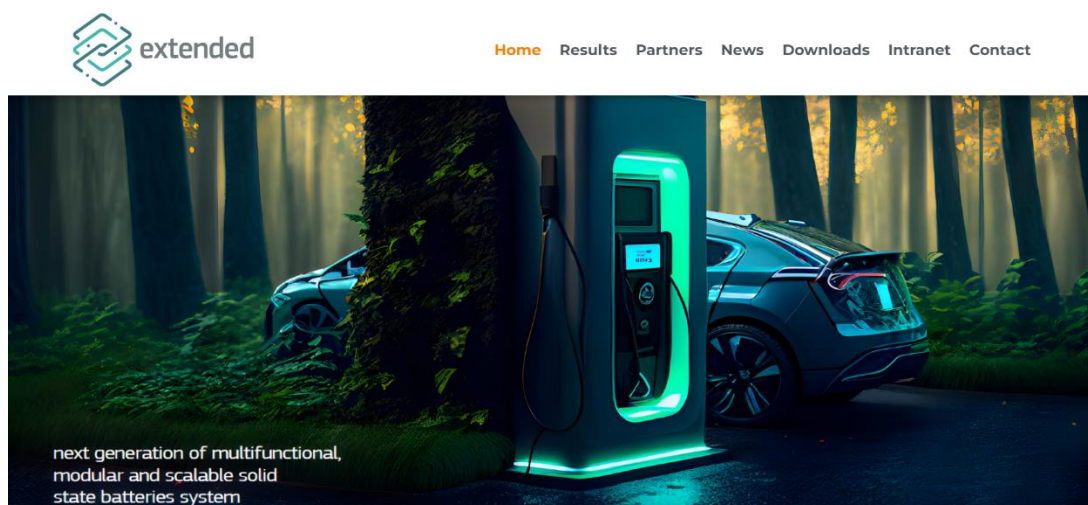


Figure 3 – EXTENDED website
(link: <https://extendedproject.eu/>)

The website was launched on August 31st, 2023. The goal is to achieve 200 visits/month. The following metrics describe the analytics to the respective Deliverable reporting period (**Table 3** and **Figure 4**). Trimestral analytics reports from the website will be collected. This will allow us to track the relevant metrics presented.

Table 3 – EXTENDED website traffic track.

Page Views Monitoring	Goal (monthly views)	Month 6	Month 18	Month 36
Number of Page views	200	55	-	-

The goal for the number of website visits per month is 200. Currently to reach our target, the website will be regularly updated with the publication of promotional materials, public deliverables, key achievements, and other announcements linked with social media posts – increasing the project awareness and its identity.

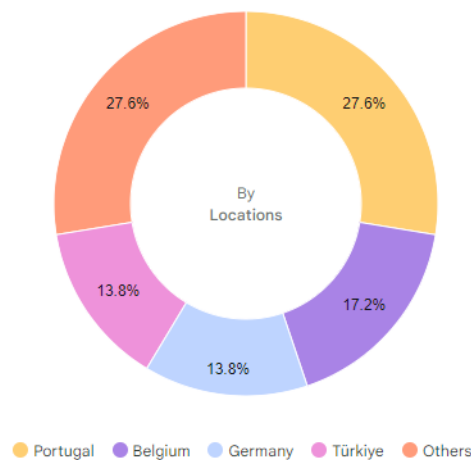


Figure 4 – EXTENDED website access location
(link: <https://extendedproject.eu/>)

6.3. Social media

It is estimated that over four billion people use social media around the world and it is also increasingly a source for learning and knowledge-sharing. The EXTENDED project is active on both Twitter/X and LinkedIn due to its potential to reach a large audience.

EXTENDED partners will play an active role in the dissemination, boosting the project awareness by collaborating on the post writing, translation of information into national languages and sharing posts from their channels.

We will use the social media presence to generate awareness of the project and create the perception of the pivotal role of EXTENDED in the design of next-generation solid-state battery (SSB) cells contributing to the sustainable and eco-friendly transportation ecosystem.

-  [EXTENDED LinkedIn page](#) (Figure 5) was created in June, 2023. LinkedIn will be used as a channel to boost project awareness, and communicate and disseminate project news, activities, results, and updates allowing it to reach a wide but also targeted audience in a professional context.

27/02/2024

 [EXTENDED X page](#) (Figure 6) was created in August 2023. Twitter/X will be used in a more limited, focused approach focusing on promoting the project's significant events, particularly live events, and announcement of key project achievements.

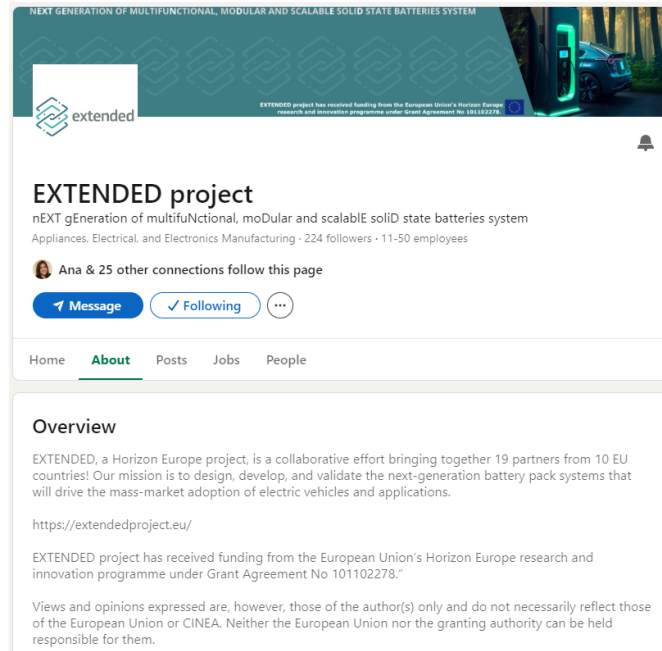


Figure 5 – Screenshot of EXTENDED LinkedIn page
(link: <http://www.linkedin.com/company/extended-project>)

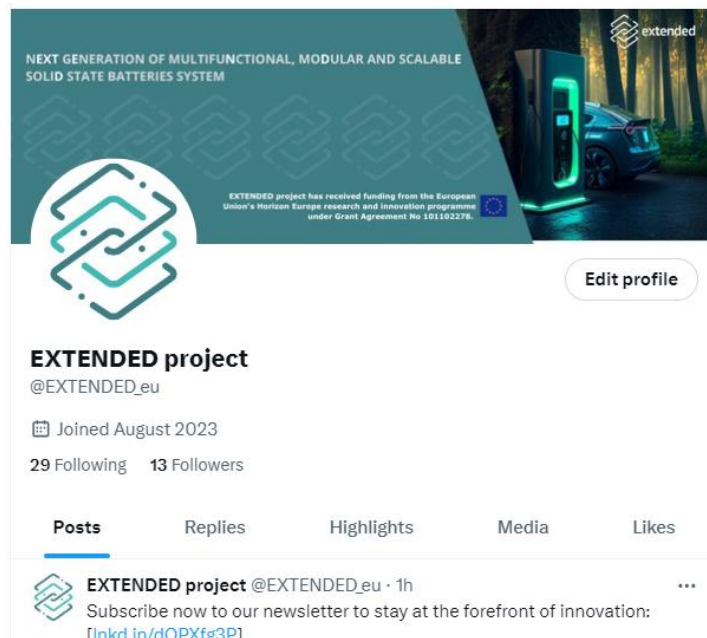


Figure 6 – Screenshot of EXTENDED X page
(link: https://twitter.com/EXTENDED_eu)

Table 4 – Evaluation of number of followers on EXTENDED social media pages.

# Followers on Social Media	Current Status: Month 6	KPI Month 12 (end of project's 1 st year)	KPI Month 24 (end of project's 2 nd year)	KPI Month 36 (end of the project)
Total	135	500	1,000	1,800

As can be seen in the **Table 4**, EXTENDED social media has a total of 135 followers that together formed an involved community that likes, retweets and shares EXTENDED project activity. In the last 30 days the number of followers increased 400% showing a strong increased tendency. KPIs for number of followers were defined for Month 12 (May 2025- total of 500 followers), Month 24 (May 2025 total of 1,000 followers) and Month 36 (May 2026 total number of 1,800 followers). – EXTENDED LinkedIn Follower demographics by job function and industry can be seen on **Figure 7**.

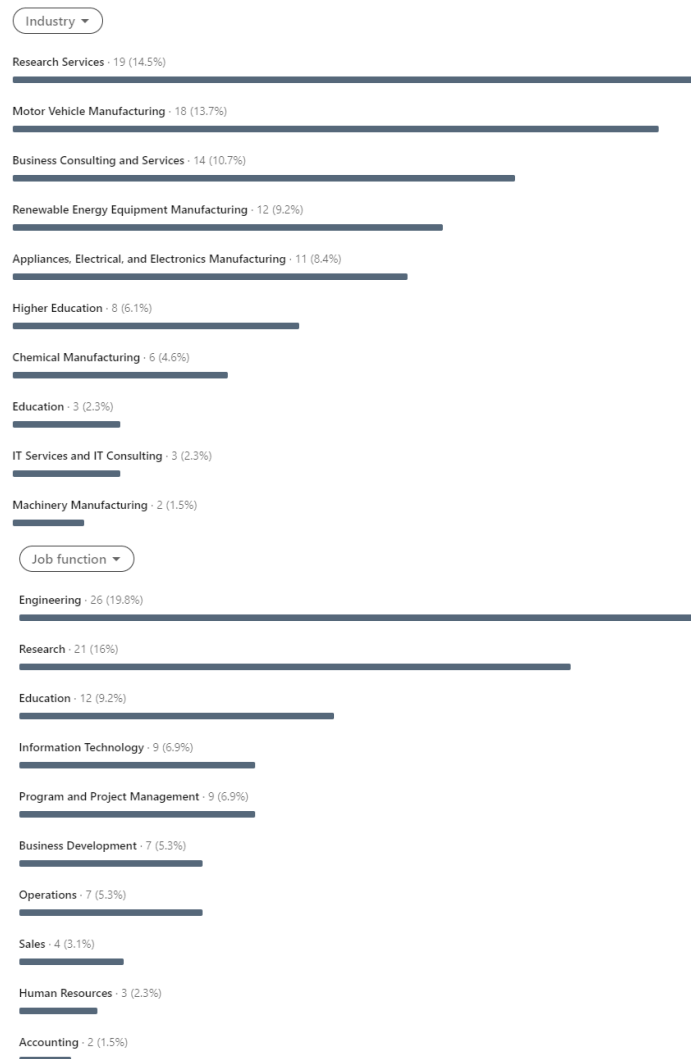


Figure 7 – EXTENDED LinkedIn Follower demographics by job function and industry (link: <http://www.linkedin.com/company/extended-project>)

In addition to the use of social media to disseminate project updates, news, results and outcomes different thematic campaigns are planned to disseminate the EXTENDED project including but not limited to (**Table 5**):

- ❖ Partner spotlight series: a campaign to broadcast EXTENDED partners entitled "Partner spotlight series will be initiated to introduce in more detail and individually the EXTENDED partners and their ambitions for EXTENDED project (**Figure 8**)
- ❖ EcoPower Drive series: This visual campaign aims to advocate the cause of eco-friendly transportation and the pivotal role that cutting-edge electric battery technology plays in driving sustainable mobility solutions. Partners will delve into the future of transportation, emphasizing the advantages of electric batteries in powering cleaner, more efficient vehicles. Through this campaign, we aspire to spark conversations, spread awareness, and drive action towards a more sustainable and eco-conscious transportation ecosystem powered by advanced electric battery technologies consolidating the role of EXTENDED in the sustainable and eco-friendly transportation ecosystem.
- ❖ Education series: the campaign will focus on the science behind electric batteries. Visual informative content will be created suitable for different audience segments.
- ❖ Behind-the-Scenes Series: the campaign will offer behind-the-scenes content, giving glimpses into the R&D, testing, and production processes of electric batteries intended to show the dedication and effort behind the creation of sustainable technology.
- ❖ Tech Talk Series: the campaign will offer short-engaging videos for in-depth discussions on specific technical aspects of electric battery development. Topics could include battery chemistry, charging infrastructure, energy storage, or the future of battery technology.
- ❖ Partnership Stories: partners will share their journey and experiences working together on the project, showing how collaborations have strengthened and diversified the impact of the EXTENDED project.



Figure 8 – EXTENDED Partner Spotlight Series advertisement
(link: <http://www.linkedin.com/company/extended-project>)

Table 5 – EXTENDED Campaign tentative timeline.

Campaign title	Starting Date
Partner spotlight series	December 2023
EcoPower Drive series	April 2024
Education series	October 2024
Tech Talk Series	January 2025
Behind-the-Scenes Series	July 2025
Partnership Stories	January 2026

6.4. Newsletters

The digital newsletter serves as a linchpin for effective outreach and engagement. Its role is multifaceted, functioning as a direct conduit for sharing vital information, updates, and relevant content to a targeted audience. The newsletter serves as a feedback loop, allowing for data collection and analysis, which in turn informs future communication strategies. Its capacity to drive traffic and offer insights into subscriber behaviour makes it an invaluable asset in any communication and dissemination plan, facilitating the effective distribution of crucial messages within a community or targeted audience."

A newsletter template will be created according to the project visual guide. Under the characteristics of EXTENDED target groups and the nature of the project, the Newsletter will be released every 6 months (**Table 6**), starting on month 7 of the project (December 2023). The newsletter structure will be composed by:

Introduction

- **Recap of the Past Six Months:** Briefly summarize the key milestones, achievements, and challenges faced by the project in the last six months.
- **Upcoming Events:** Highlight the significant events, initiatives, or milestones anticipated in the near future.

Voices of Impact

- Conduct an interview with a key figure or someone closely associated with the project. Focus on their insights, experiences, and perspectives related to the project's areas of interest. This could be an expert, a stakeholder, a team member, or anyone whose views could offer valuable insights.

Our Recent Achievements

- Present a summary or links to the significant project deliverables or any relevant result that can be publicly disclosed.

Navigating Excellence: Top Picks from EXTENDED partners

- Share links or summaries of high-impact scientific articles chosen by a specific EXTENDED partner.

To boost the count of newsletter subscribers and expand the recipients' list, a multifaceted online campaign is set to launch. This initiative will involve embedding a prominent call-to-action button on the website to encourage sign-ups. Simultaneously, a social media campaign will be executed, focusing on sharing pertinent content to attract more subscribers.

Table 6 – EXTENDED Newsletter KPIs.

Metric	Number of Followers		
	KPI (Month 12)	KPI (Month 24)	KPI (Month 36)
Nr of release newsletters	2	4	6
Total subscribers	50	100	200

6.5. Videos

To actively engage key stakeholders, the project will produce 3 distinct promotional videos that will present the project's objectives and demonstrate the test scenarios (**Table 7**). These videos aim to capture the interest of stakeholders effectively. Additionally, efforts will be made to enhance the project's visibility by reaching out to local, regional, and national media outlets. This outreach will spotlight the collaboration among partners and showcase the achieved results, emphasizing advancements made in both scientific and technological domains.

Table 7 – EXTENDED video releases.

Video	Release month	Major focus
Video 1	Month 10	Project Presentation (Goal & Expected Impact)
Video 2	Month 24	Disseminate project status
Video 3	Month 34	Disclosure public results (highlight of test scenarios' achievements)

6.6. Other Promotional Graphic materials

EXTENDED will prepare the standard communication materials such as Flyer, Posters template and banners, to promote the project at selected events. The graphical material will be developed during the first 8 months of the project.

A promotional banner to be use in specific events was developed (**Figure 9**)

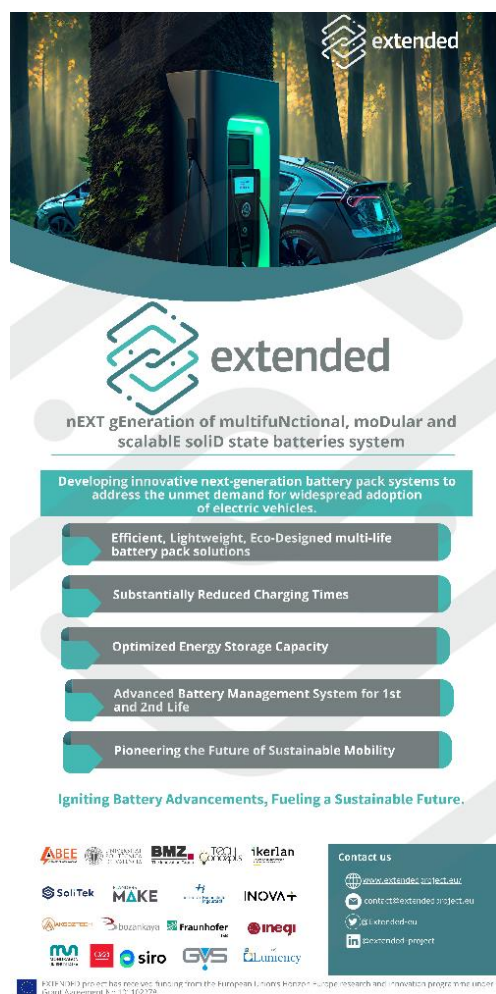


Figure 9 –EXTENDED promotional banner.

6.7. Publications

In line with our commitment to transparency and widespread dissemination of knowledge, the EXTENDED project places a strong emphasis on the effective dissemination of project deliverables and scientific papers, with a focus on ensuring accessibility, targeted engagement, and adherence to the highest standards of open access.

Public deliverables, holding high dissemination value, will be presented in a publicly accessible format and, if deemed necessary, tailored or adapted to effectively engage specific target audiences. Recognizing the considerable investment in producing this content, it is imperative to safeguard the image of both the project and the EC, ensuring the integrity of the content against potential misinterpretation or decontextualization. In accordance, Sensitive deliverables will be disseminated in the form of a concise public summary.

All public project materials will be conveniently accessible through the project website, the open-access data repository [Zenodo](#), and actively promoted through various project communication channels.

In the specific case of peer-reviewed scientific publications, the project is committed to providing open access. Machine-readable copies will be deposited in suitable open-access repositories, linked to specific platforms such as [Open Research Europe](#) and [Registry of research data repositories](#). The recently

established [EC Journal Checker Tool](#) will be utilized to assess alignment with Horizon Europe FAIR requirements in determining the open-access policies of different journals.

The EXTENDED partners will diligently ensure the availability of machine-readable copies of their peer-reviewed scientific publications, adhering to the standards outlined by the EC. This approach aims to enhance accessibility and compliance with open-access principles, promoting transparency and the dissemination of valuable research outputs.

It is anticipated that the project will generate a minimum of 5 peer-reviewed scientific publications leveraging technology and methods on Battery Backup System (BBS), boosting its potential for improvement and market uptake. To align with the guidelines set forth by the EC, all project partners are mandated to ensure open access to their scientific publications. A preliminary list of potential Scientific Journals to consider for publication is provided in **Table 8**. These journals are selected based on their relevance to the EXTENDED field and the project's outcomes. The intent is to offer researchers a preliminary list of suitable journals to consider for disseminating their findings.

The EXTENDED project aims not only to disseminate research findings in scientific publications but also to expand its outreach to non-scientific platforms. This broader scope encompasses presenting project outcomes in non-technical magazines and other accessible formats. The goal is to enhance market uptake and increase the practical application of the project's results. The consortium will develop 5 publications leveraging technology and methods on BBS, boosting its potential for improvement and market uptake (**Table 9**).

Table 8 – EXTENDED Indicative list of potential journals for scientific publications.

Journal
Journal of Power Sources Advances
Battery Energy
Green Energy and Intelligent Transportation
Journal of Power Sources
ACS Applied Materials & Interfaces
International Journal of Electrochemical Science
Journal of the American Chemical Society (JACS)
IEEE Transactions on Energy Conversion

Table 9 – EXTENDED initial publication plan.

Publication Type	KPI			
	Year 1	Year 2	Year 3	End of the project
Scientific	0	1	4	5
Non scientific	0	1	1	2

6.8. Clustering activities

The EXTENDED project is dedicated to actively engaging with concurrent projects and initiatives, fostering collaboration with endeavors such as HORIZONCL5-2022-D2-01-05 (**Table 10**) and other relevant themes within the CL5-D2 framework, focusing on cross-sectoral solutions for climate transition. The commitment of EXTENDED lies in establishing partnerships with projects funded under the same topic. The project is deeply dedicated to contributing to the objectives outlined by the Battery partnership, specifically aiming to forge a preeminent, sustainable, and circular European battery value chain that drives the transformation towards a carbon-neutral society.

Table 10 – Projects funded under HORIZON-CL5-2022-D2-01-05.

Title	Acronym	Grant ID
nEXT gEneration of multifuNctional, moDular and scalable soliD state batteries system	EXTENDED	101102278
Next generation technologies for battery systems in transport electrification based on novel design approach to increase performance and reduce carbon footprint	NEXTBAT	101103983
nexT gEneration MultiPle architEcture battery Systems for indusTry	TEMPEST	101103681
Versatile printed solutions for a safe and high-performance battery system	VERSAPRINT	101103696

6.9. EVENT participation

The EXTENDED consortium recognizes the significance of effective communication and the widespread dissemination of project results, recognizing the pivotal role of active participation in key industry and scientific events, through accepted abstracts, papers, posters, presentations, workshop organization, panel discussion involvement, or other interactive roles, to enhance visibility, foster collaborations, and be updated on the latest developments in the mobility and batteries sector. The EXTENDED consortium will participate in at least 5 key events on the mobility industry and batteries ecosystem (**Table 11**). A strategy to track and disseminate event participation was already implemented as follows:

1. A file on Sharepoint was created to track event participation.
2. During the project lifecycle partners will add to the EVENT list possible events (conferences, workshops) that they foresee interest in participating.
3. Upon confirmation, partners will add the event to the "Participation confirmed*" column and feed the file a folder with any relevant information to be disseminated about their participation.
4. After the event attendance partners will add to the respective folder any possible outcome from the event (accepted abstract, posters, list of stakeholders and contact established, etc).

In addition, to ensure a successful engagement and maximum impact during these events, the EXTENDED social media channels will be used to disseminate event participation and (when applicable) to reflect event feedback and successful participation.

Table 11 – List of upcoming events tracked by EXTENDED

Title	When	Where
Battery Innovation Days	14 - 15 November, 2023	Bordeaux, France
Hydrogen-fuelled Buses and Infrastructure in Europe	5 December, 2023	Amsterdam Netherlands
AABC - Advanced Automotive Batteries Conference	11-14 December, 2023	San Diego, US
Road Transport Research Conference	5-7 February, 2024	Brussels, Belgium
EARPA Spring Meeting	5-6 March, 2024	Brussels, Belgium
Future of Utilities: Energy Transition Summit	20-21 March, 2024	Amsterdam Netherlands
Transport Research Arena (TRA)	15-18 April, 2024	Dublin, Ireland
16th Battery Conference	9-11 April, 2024	Münster, Germany
AABC - Advanced Automotive Batteries Conference	13-16 May, 2024	Strasbourg, France
IMLB - International Meeting on Li Batteries	16-21 June, 2024	Hong Kong, Japan
The Battery Show	18-20 June 2024	Stuttgart, Germany
Battery Experts Forum	5-7 November 2024	Darmstadt, Germany

6.10. EVENT organization

The EXTENDED consortium recognizes the importance of organizing targeted webinars, workshops, and roadshows to deepen our impact, promote awareness of climate impact, and underscore the significance of innovation in modular battery systems. Therefore, EXTENDED will organize at least 2 webinars, 3 workshops and 1 roadshow with key stakeholders. A preliminary plan for the organization of the events is developed (**Table 12**):

Webinars (at least 2):

Webinar 1 Title:

"EXTENDED Insights: Decoding the Climate Impact of Modular Battery Systems"

Webinar 2 Title:

"EXTENDED Horizons: Navigating the Future of Modular Battery Technology"

Objective:

- To foster in-depth discussions on climate impact and innovation in modular battery systems.
- Provide a platform for knowledge exchange among industry experts, stakeholders, and the broader community.

Strategies:

- Identify and invite renowned experts as speakers to enhance credibility and attract a diverse audience.
- Incorporate interactive elements, such as Q&A sessions and polls, to engage participants.
- Conduct a post-event debrief to assess the success of participation, gather feedback, and identify areas for improvement in future engagements.

 Workshops (at least 3):

Workshops 1 Title:

"EXTENDED First Hybrid Workshop: Shaping the Landscape of Battery Innovation "

Workshops 2 Title:

"EXTENDED Second Hybrid Workshop: Navigating the Future of Modular Battery Technology"

Workshops 3 Title:

"EXTENDED Third Hybrid Workshop: Pioneering Sustainable Battery Solutions for Tomorrow's World"

Objective:

- Facilitate hands-on discussions and collaborative sessions to address challenges and explore innovative solutions.
- Encourage active participation from consortium members, stakeholders, and industry professionals.

Strategies:

- Develop workshop topics that align with the consortium's goals and industry trends.
- Provide pre-workshop materials to participants for better preparation and engagement.
- Leverage virtual collaboration tools to facilitate interactive workshops and idea generation.

 Roadshows (at least 3):

Roadshow 1 Title:

"EXTENDED Odyssey: Roadshow Connecting Innovators, Users, and Beneficiaries".

Roadshow 2 Title:

"EXTENDED Odyssey: EXTENDED Odyssey: Scaling Innovations for Impact"

Roadshow 3 Title:

"EXTENDED Odyssey: Bridging the Gap Between Research and Real-World Application".

Objective:

- Engage directly with EXTENDED users and beneficiaries to understand their needs and gather valuable feedback.
- Identify key stakeholders critical for scaling results to higher TRL after the project's conclusion.

Strategies:

- Identify key stakeholders and potential users for targeted invitations and visits.
- Incorporate interactive demonstrations and networking opportunities to enhance participant engagement.

Table 12 – EXTENDED Event organization preliminary timeline

Event type	KPI			
	Year 1	Year 2	Year 3	End of the project
Webinars	1	1	0	2
Workshops	0	1	2	3
Roadshow	0	1	2	At least 3

Section III

7. Partner roles and responsibilities

7.1. Monitoring activities

Efficient monitoring and reporting are crucial to ensuring the comprehensive documentation of all dissemination and communication activities.

To streamline this process, the consortium has implemented a specific reporting mechanism. Partners are expected to regularly update the consortium on their dissemination and communication initiatives. As the leader overseeing Communication and Dissemination materials and activities, INOVA will play a central role in coordinating and collecting this information. Regular reminders will be dispatched to partners to prompt them to report both completed and upcoming activities. To facilitate this, tracking spreadsheets have been meticulously prepared, ensuring the collection of precise information necessary for mandatory project reporting procedures. This systematic approach aims to enhance transparency and accountability across the consortium.

In the context of our communication and dissemination activities, EXTENDED places a paramount focus on safeguarding personal data. Therefore, a consent form was used for personal data dissemination and identification, as part of our commitment to transparency and respect for all EXTENDED member's privacy.

In addition, the strategies here described in the communication and dissemination plan will be periodically evaluated and adjusted to align with the evolving needs and preferences of the target groups. The plan will undergo updates at months 18 (D9.2 – Communication and Dissemination Plan (mid-term) and 36 (D9.3 – Communication and Dissemination Plan (final)).

7.2. Expected responsibilities from partners

Each project partner bears the responsibility of effectively communicating and disseminating information about the EXTENDED project and its outcomes through their respective communication channels and within their existing communities.

They will actively contribute by generating relevant content, creating scientific publications, participating in various events, and advocating for the noteworthy achievements of the project.

Furthermore, it is the collective responsibility of each partner to promptly report their involvement in various activities, such as event participation, press release publication, and social media engagement, and to share any publications, including technical and scientific articles.

All EXTENDED communication and dissemination activities should refer to or include:

- ✉ The project's common visual identity: logo and visual guide (available in the EXTENDED SharePoint).
- ✉ The project's main contacts:
 - Website link: www.extendedproject.eu
 - E-mail address: contact@extendedproject.eu
 - Twitter/X link: https://twitter.com/EXTENDED_eu
 - LinkedIn: www.linkedin.com/company/extended-project
- ✉ Acknowledgment of EU public funding: "EXTENDED project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101102278."
- ✉ The official EU logo.
- ✉ Public disclaimer: Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

7.3. Intellectual Property Rights (IPR)

The EXTENDED project delivers its preliminary IPR management plan (D9.6) in month 16 from Task 9.4. However, since the dissemination activities are intricately linked with the matter of IPR Protection (data and results belonging to the background and foreground of the project partners may be disclosed), key aspects of IP rights protection are included below:

- ✉ Establishing a common understanding and awareness within the consortium, bridging the academic and industrial partners' different interests and motivations to publish project-sensitive information. This aims to prevent any unintended breach of confidentiality among partners. Academic partners are motivated by their commitment to the scientific community, while industrial partners base their decisions on commercial considerations.
- ✉ Signing common agreements on the publication of confidential information or any other data subject to the IP rights of a partner.
- ✉ Creating a set of rules and procedures to prevent the violation of IP rights and to regulate the publication of data on project results.

Within the consortium, no one is permitted to publish any content involving other partners' foreground, background, or confidential data during and beyond the project's lifetime without the written approval of the involved parties to avoid any breach of confidence. In the case of the disclosure of jointly owned results, each

owner must provide consent for publication without any possibility of withholding such approval.

All draft articles and publications will undergo review by the Project Coordinator, and the Dissemination Manager before publication or production for reporting and archiving purposes. They will assess the fulfilment of dissemination requirements and check for any available prior assets. Additionally, they will consider the possibility of making the content available on the EXTENDED website or elsewhere.

7.4. Exploitation activities

In addition to the communication and dissemination activities outlined in this plan, EXTENDED will implement several networking activities, as described in Task T8.3- Networking activities and Roadmap to higher TRLs. The purpose of the networking activities is to support the development of a roadmap on how to scale up the developed solutions towards higher TRL levels and how to bring them closer to the market, incorporated into deliverable D8.3 (Month 36).

Furthermore, input from T8.3 will bolster T9.3-Exploitation plan supported by dissemination activities, where valorisation of the project's results after the end of the project will be ensured by writing initial business models and exploitation plans will be supported by the communication and dissemination activities.

This will be further detailed in the update of the Communication and Dissemination Plan at months 18 and 36, ensuring its alignment with evolving project dynamics and goals.

Section IV

8. Conclusion

In this deliverable report, we present the Communication and Dissemination Plan (CDP) designed to strategically plan, organize, and promote relevant communication and dissemination activities for the EXTENDED project. The primary goal is to ensure the effective communication and dissemination of project results to key stakeholders, reaching the intended audience with precision. Aligning with the project's objectives, target audience, and available resources, a diverse array of dissemination materials and tools are outlined. These materials aim to robustly support the widespread diffusion of project activities and results.

All communication tools, channels, activities, and ongoing approaches detailed herein will be actively employed to achieve the defined project dissemination objectives. This comprehensive plan is geared toward enhancing the visibility and impact of the EXTENDED project, ensuring that its outcomes drive positive change.

The following key action points summarize the critical elements outlined in this deliverable:

- ⊗ **Targeted Group Identification:** identify the target groups and stakeholders for effective communication and dissemination activities,
- ⊗ **Visual Identity:** Maintain consistency in visual identity elements such as logo, typography, and graphic elements across all communication materials for brand recognition.
- ⊗ **Multi-Channel Approach:** planning of diverse array of communication channels and tools, including website, social media, newsletters, videos, and other promotional materials and scientific publications to maximize outreach and impact.
- ⊗ **Events:** planning of event attendance and event organization to enhance project visibility, encourage collaboration, and facilitate knowledge sharing among stakeholders.
- ⊗ **Continuous Monitoring and Reporting:** Emphasize the importance of active monitoring and reporting by each partner, ensuring the ongoing success of dissemination activities and contributing to content creation.
- ⊗ **Intellectual Property Rights (IPR) Consideration:** Acknowledge the intricate relationship between dissemination and IPR protection, emphasizing the responsible handling of intellectual property throughout the communication process.
- ⊗ **Exploitation support:** Communication and communication activities will support the exploitation activities (further detailed in the Communication and Dissemination Plan updates- months 18 and 36).
- ⊗ **Regular Plan Review:** Commit to reviewing and updating the Communication and Dissemination Plan at months 18 and 36, ensuring its alignment with evolving project dynamics and goals.

Besides the communication and dissemination activities present in this Communication and dissemination plan several networking activities, as described in T8.3, will be set up to ensure an external and independent view of the project results, replicability, and scalability. Finally, a comprehensive roadmap to higher TRLs will be on and included in D8.4 (M36). This roadmap will enable the project

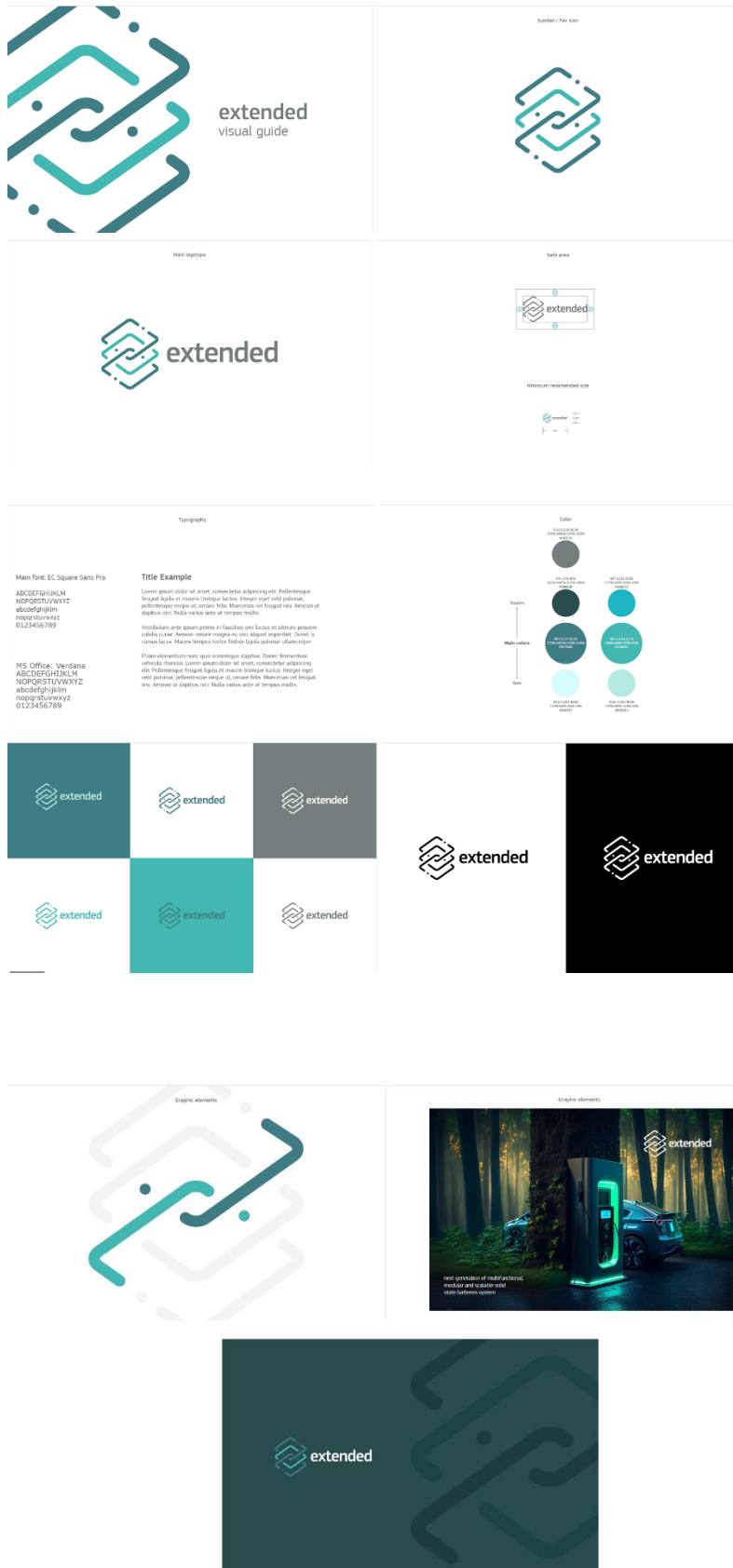
results to be brought closer to exploitation and allow beneficiaries to benefit from the project's results and thus keep developing the solutions to higher TRLs in the next years, elaborated on and included in D8.4 (M36).

In conclusion, the Communication and Dissemination Plan will serve as a guiding framework throughout the entire project lifecycle (Table 13). Consistent application of this plan will be integral to monitoring and ensuring the success of the EXTENDED project, maximizing its overall impact.

Table 13 – EXTENDED summary of Communication and dissemination KPIs

Activity type	KPI Until Month 36 (May 2026)
Website	200 visits per month
Social media	500(M12), 1000(M24), 1800(M36) followers More than 30% shared posts
Newsletters	6 with 200 subscribers (M36)
Videos	3 (M36)
Scientific publications	5 (M36)
Non-scientific publication	2 (M36)
EVENT participation	5 key Events (M36)
Event organization	2 webinars, 3 workshops, & 3-5 roadshows
Participation in other projects / Clusters, especially Battery2030+	5 events

Annex 1- EXTENDED visual guide



Deliverable Template

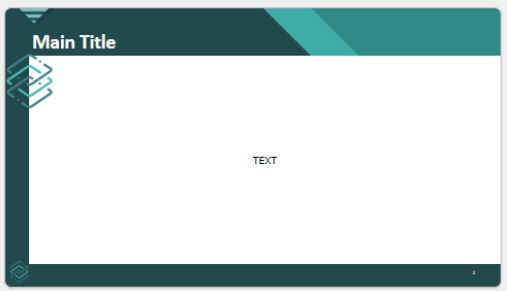
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extended NEXT GENERATION OF MULTIFUNCTIONAL, MODULAR AND SCALABLE SOLID STATE BATTERIES SYSTEMS 20/06/2018 •Executive Summary 1 Test_text_1 Test_text_1 Test_text_1 1 1 1 Page 7 of 95 View Document	extended NEXT GENERATION OF MULTIFUNCTIONAL, MODULAR AND SCALABLE SOLID STATE BATTERIES SYSTEMS 20/06/2018 •1. Title Test_text_1 1 •1.1 Subtitle 1 Test_text_1 1 •1.2 Subtitle 2 Test_text_1 1 Subtitle - second level Test_text_1 1 1 1 Page 8 of 95 View Document	extended NEXT GENERATION OF MULTIFUNCTIONAL, MODULAR AND SCALABLE SOLID STATE BATTERIES SYSTEMS 20/06/2018 Table 1 - Subtable <table><tr><th>Column 1a</th><th>Column 1b</th><th>Column 2a</th><th>Column 2b</th></tr><tr><td>x</td><td>x</td><td>x</td><td>x</td></tr><tr><td>x</td><td>x</td><td>x</td><td>x</td></tr><tr><td>x</td><td>x</td><td>x</td><td>x</td></tr><tr><td>x</td><td>x</td><td>x</td><td>x</td></tr><tr><td>x</td><td>x</td><td>x</td><td>x</td></tr><tr><td>x</td><td>x</td><td>x</td><td>x</td></tr><tr><td>x</td><td>x</td><td>x</td><td>x</td></tr></table> 1 Page 9 of 95 View Document	Column 1a	Column 1b	Column 2a	Column 2b	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
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Presentation template



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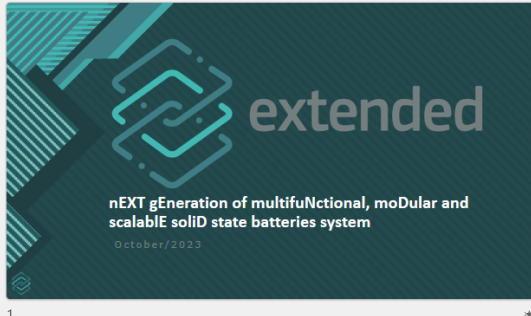


2





General Public presentation of EXTENDED project



nEXT gEneration of multifuNctional, moDular and scalable soliD state batteries system

October 2023

Main Ambition

To design, develop and validate the next-generation battery pack systems that will be an answer to the unmet need for mass-market take-up of electrical vehicles and applications by developing efficient, lightweight, eco-designed and multi-life battery pack systems with substantially reduced charging times, passenger car ranges beyond 500 km under normal driving conditions with an optimized energy storage capacity, a lifetime of at least 300,000 km and being monitored with an advanced Battery Management System developed for 1st and 2nd life.

Specific Objectives

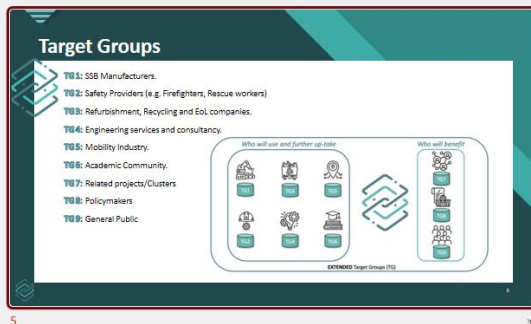
- SO1:** Development of modular battery systems for various application.
- SO2:** Reduced complexity of the battery management system by reducing wire harness through wireless/optical BMS and distributed sensor architecture.
- SO3:** Increased energy density, thermal safety and simplified manufacture and recyclability of structural components using polymer-based materials.
- SO4:** Develop and validate a modular and scalable thermal management solution for Solid-State batteries for high cell performance and low cell degradation.
- SO5:** Testing and qualification of the battery system performance for various applications.
- SO6:** Carbon footprint reduction and design optimization of the SSb system for second-life applications and Recycling
- SO7:** Define decarbonization strategies for future transport or mobile applications (such as road, waterborne, airborne and rail transport, as well as non-road mobile machinery and industrial applications)

Overall Methodology



Target Groups

- TG1:** SSb Manufacturers.
- TG2:** Safety Providers (e.g. Firefighters, Rescue workers)
- TG3:** Refurbishment, Recycling and EoL companies.
- TG4:** Engineering services and consultancy.
- TG5:** Mobility Industry.
- TG6:** Academic Community.
- TG7:** Related projects/Clusters
- TG8:** Policymakers
- TG9:** General Public.



Key Expected Results

- Simulation framework for solid-state battery systems, used as a simulation framework to recommend actions for the development of new battery systems, due to the lack of expertise in this area.
- Solid-state battery modules (electrical, thermal, and mechanical) systems prepared for the next step, the TRL expected at the end of the project will allow defining a roadmap for scaling up the technology.
- SSb battery packs and SSb development and assembling services, solid-state battery packs development and assembling services with optimised thermal management due to lack of such expertise.
- BMS hardware and software for SSb, dedicated software and hardware services and solutions for solid-state batteries due to lack of such services and technologies.
- Battery system design and sizing, trading off various battery systems, novel services to several industrial players for solid-state batteries due to lack of know-how and dedicated services.
- BMS wireless communication, dedicated software and hardware services and solutions for safe and secure communication architectures.

Consortium



How to Reach Us

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