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TwinVECTOR

**Twinning for Development of World-
Class Next Generation Batteries**

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Communication Package

Activity: WP7 – Dissemination, exploitation, and communication

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3	BAYERISCHE FORSCHUNGSALLIANZ BAVARIAN RESEARCH ALLIANCE GMBH	BayFOR	Germany
4	KARLSRUHER INSTITUT FUER TECHNOLOGIE	KIT	Germany
5	TEKNOLOGIAN TUTKIMUSKESKUS VTT OY	VTT	Finland



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Executive Summary

This deliverable is a report on the activity connected to the TwinVECTOR project regarding the **communication package** containing overview and objectives of the project as well as communication tools, communication activities and the work in progress.



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1 Introduction

The Communication Package (CP) enables the TwinVECTOR consortium to take strategic and targeted measures to promote the action itself and its results to multiple audiences beyond the project's own community. The deliverable features a general introduction to the project and CP plan and then gives specific details about our communication goal and strategy, the target audiences, the project itself as well as the proper tools, measures and channels and ways to communicate our messages tailored to each group. The plan gives an overview of the contractual obligations to communicate the action and ends with the work already completed and with the work that is in progress. BayFOR elaborates this plan for communication activities with the support of all partners. The CP is in line with the related tasks formulated in WP 7, "Dissemination, Exploitation and Communication".

1.1 The project TwinVECTOR - an abstract

New battery technologies that are affordable and sustainable over the entire life cycle are crucial to achieving the goals of the European Green Deal. As part of the EU project TwinVECTOR, the center of excellence at the Tomas Bata University (TBU) in Zlín, Czech Republic, is to be expanded technically and institutionally with the support of the consortium partners to enable multidisciplinary national and international project teams to network, create synergies and work together on the further development of energy storage technologies. The EU is supporting the recently launched project with EUR 1.3 million over a period of three years. Five partners from the Czech Republic, Germany, Finland and Austria are participating in the project coordinated by the Tomas Bata University.

1.2 Purpose and Scope of the Deliverable

The main objective of the work performed is increasing the public awareness and enhancing the project's visibility in Europe and worldwide. This is achieved by establishing a dedicated website and through communication material like flyer, giveaways, poster and roll-ups. The latter will be distributed in upcoming conferences and fairs. All that is accompanied by an appealing TwinVECTOR "corporate identity".



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The general regulative issues of the TwinVECTOR project, written in both the Grant Agreement and the Consortium Agreement has been followed and addressed.

2 The Communication Plan – overview and objectives

2.1 Overview

“Communication on projects – it is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange. The purpose of the communication activities is to make the research activities known to multiple audiences (in a way that they can be understood by non-specialists) and the activities must address the public policy perspective of EU research and innovation funding, by considering aspects such as (i) transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible) or (ii) scientific excellence or (iii) contributing to competitiveness and to solving societal challenges.

In the spirit of the above guidance by the EC on how to tackle communication in Horizon Europe projects, the TwinVECTOR communication plan is also based on the ample experience that BayFOR has accompanying Horizon projects with communication activities. Any information gained within this public deliverable is distributed on time to the whole consortium, published in the project's website and forms the strategic basis for further activities in this regard. It ensures a proper communication flow amongst the project partners towards the stakeholders, and all interested parties in the wider scientific and industry community.



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2.2 Objectives of the Communication Plan

Communication within TwinVECTOR follows clear objectives and a corresponding strategy enabling the consortium to focus on key aspects when communicating their progress and results. It is formulated in a way that the members of the consortium have a clear and concise vision.

Objective 1

*Planning a strategy to **create and raise public and economic awareness of TwinVECTOR** with the tailored message towards the target groups by presenting the work and its results not only to the scientific community, but also to potential industrial partners, policymakers and society at large.*

Objective 2

*Ensure a **proper communication flow amongst the project partners and towards the stakeholders**, by providing the necessary tools and management – establish responsibilities throughout the consortium in order to attract talented scientists as well as students for the involved partner institutions.*

Objective 3

***Manage expectations amongst stakeholders to build a qualitative reputation** how TwinVECTOR successfully intensifies partnerships with the leading institutions which will thus be a critical transdisciplinary vector for accessing excellence for developing new and emerging battery technologies.*

Objective 4

*Use of the most **suitable communication channels** including social media channels.*



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Objective 5

Identify and involve possible collaboration partners from industry, business as well as research and networking, including business partners for commercial exploitation, but also other users such as the scientific and academic community, policymakers, etc.

Objective 6

Establish necessary measures and tools of communication.

2.3 Communication measures

The communication will reach different audiences via various channels and keep them apprised about TwinVECTOR, paving the way for market uptake. The audiences that will be addressed comprise all interested people, European stakeholders, general media, governments as well as materials developers & scientists, cell designers, manufacturers, re-users, and end-users. The measures and tools to communicate our messages are to be tailored to each group and are mentioned in the following paragraphs.

The measures are:

- The creation of a coherent project identity of TwinVECTOR, to trigger easy recognition of the project, such as the logo, key texts and photos, distinct colors and design
- Coherent layouts for the project website, flyer, poster, roll-up, presentation slides, etc.
- Physical communication materials and texts for scientific publications, participation at conferences, exhibition, brokerage events and enabling training: flyer, roll-up, poster and giveaways
- LinkedIn, Twitter posts and press releases
- Attendance at various events like exhibitions, EU and national conferences; meeting political authorities, public authorities
- Present non-confidential results of use-case demonstration on project website, highlighting the direct business benefits that were accrued by end-users, and share publication through project and partner social media accounts.



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2.4 Target Audience

Defining the target audience is key for an efficient communication strategy. TwinVECTOR sets its focus on seven select groups shown in the figure and the table below.

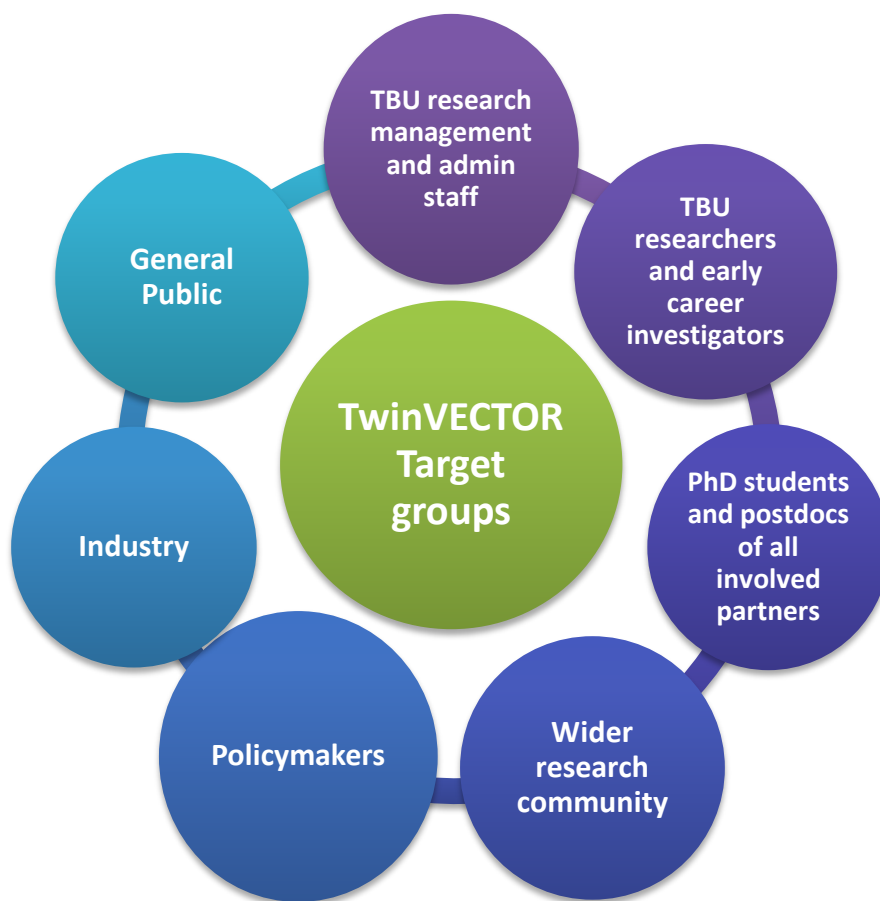


Figure 1: Overview of the TwinVECTOR target groups



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3 Communication tools, channels

For a successful communication strategy, it is paramount to **match the message and the target groups with the corresponding tools and channels**. The following chapter gives an overview of possible tools and channels. In order to increase awareness at international, national, and regional level we also rely on partners' already existing contacts and networks, we turn to the institutions' communication departments and involve our consortium's partners who have more experience in pitching themselves in their specific environments.

3.1 Main tools and channels

TwinVECTOR Homepage

In many cases, the publicly accessible project homepage forms the initial resource for external stakeholders to gain insights into the project and detailed information. The TwinVECTOR homepage will feature all basic information like goals, consortium, structure, work plan etc. In addition, the homepage features public deliverables, newsletters, flyers and posters, and all current Dissemination, Exploitation, and Communication events related to TwinVECTOR. A consortium members area in order to share important information and results that is not accessible for public dissemination outside of the consortium partners is available on another platform (SharePoint / Microsoft365t).

The domain name www.twinvector.eu was registered by BayFOR and the complete version of the website went live on the 30th of January 2023. The TwinVECTOR website introduces the project and its research background to an interested audience. The service duration will be 36 months plus one-year web presence (48 months in total).



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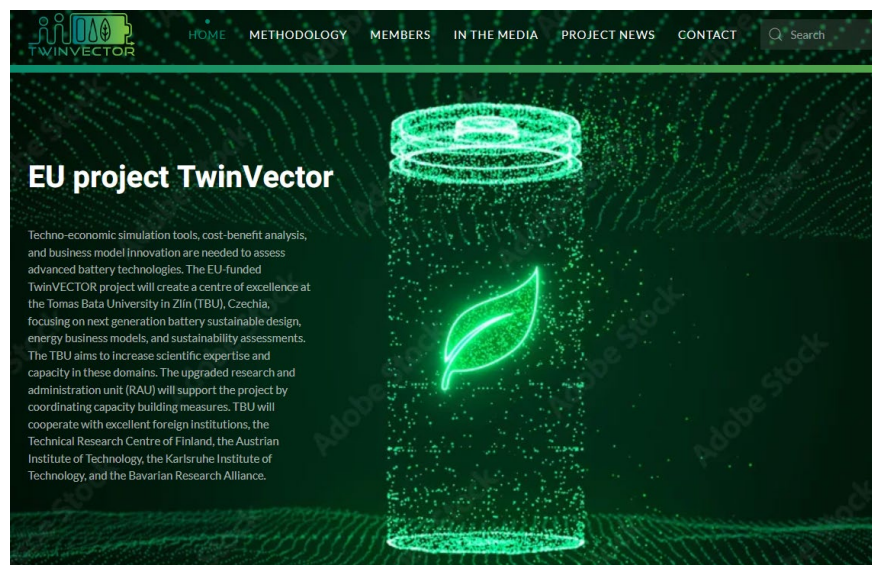


Figure 2: TwinVECTOR homepage

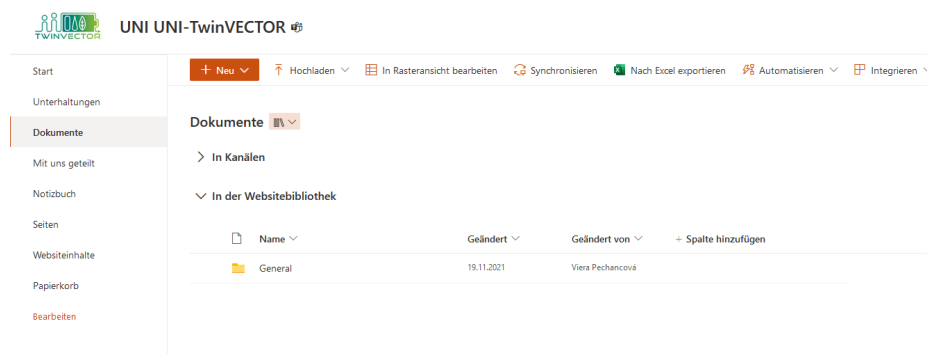


Figure 3: TwinVECTOR SharePoint / Microsoft 365



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Newsletter(s) & Social network(s)

TwinVECTOR will not issue an own newsletter, but rather make use of the already established electronic newsletters of its consortium. Major events (e.g. start of the project, major milestones, end of project) will be communicated through these channels.

TwinVECTOR project profiles on LinkedIn and Twitter were created to provide current information about the progress of the projects to the public and to maximize visibility for fostering new cooperation's and networks. TwinVECTOR also utilizes the consortium's social media channels.

Whenever there are events promoted online (e.g. the participation in a scientific conference or networking events organized by consortium partners), the consortium will use the Hashtag #TwinVectorEU. This is valid for all the channels used such as LinkedIn, Twitter, Facebook. Additional hashtags e.g. #HorizonEU, #TwinVectorEU, #Greenenergy, #HorizonEurope, #battery, #SocialImpact.

Social Media

Whenever there are events promoted online by any consortium partner,

He/she will use the following Hashtag

#TwinVectorEU

Visual Identity and communication material

The logo of the TwinVECTOR project is the visual element, which will make the project easy to recognize. It's colours and design guide the layouts of the homepage, the presentations and further publications. The logo has already been designed and was approved by the consortium. BayFOR is responsible for the design.

For the communication of the project, all documents produced within the project duration e.g. deliverables, presentations, press releases, will include the project title and the project logo.



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The logo consists of the acronym “TwinVECTOR”:

Twinning for Development of World-Class Next Generation Batteries



Figure 4: TwinVECTOR logo

Logo elements:

Batteries: Sustainable design of next generation batteries.



Sustainability: The capacity bar of the battery changes its contour to that of a green leaf.



Cooperation: Collaboration, Interface, Center of Excellence, knowledge pool.



Figure 5: TwinVECTOR logo elements



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A template for presentations was created, including the logo and a defined colour scheme. The template is available for all members of the consortium on SharePoint / Microsoft365.



Figure 6: Sample layout of TwinVECTOR presentation slides

European Commission and Channels

TwinVECTOR will make proper use of the Commission's communication channels. The project is already visible and searchable via **Cordis** [CORDIS | European Commission \(europa.eu\)](https://cordis.europa.eu/). Whenever suitable we will aim to publish in the **Horizon Magazine** the EU Research & Innovation e-magazine, covering the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.

Exhibitions, trade fairs and scientific conferences

The whole consortium will present the project and current progress at various events like exhibitions, trade fairs and scientific conferences. There, the common visual identity in presentations, flyer, posters and give-aways will result in a common recognition factor.



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3.2 Contractual obligations / internal rules

A number of obligations related to communication, dissemination and exploitation are formally outlined in different Horizon EUROPE documents; such as the Rules of Participation, the proposal template or the respective Grant Agreement. More specifically, by signing the EC Grant Agreement participants agreed to:

- Promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner (Article 17 of the Grant Agreement)
- Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority. (Article 17 of the Grant Agreement)
- Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). (Article 17 of the Grant Agreement)

Visibility of EU funding

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”. EU-Funding Nr. 101078935

(TwinVECTOR Grant Agreement, Art. 17.3 Quality of information - Disclaimer)



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Figure 7: EU Emblem



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Other obligations related to communication are outlined in the Consortium Agreement (CA) signed by all partners. The following procedures are in place:

1. **The participants have to inform the coordinator at TBU about any planned or ongoing activities!**
2. Participants should consider the time needed for clearance of its activity according to the CA Article:

8.4.2.1 Prior notice of any planned publication shall be given to the other **Parties at least 30 calendar days before the publication**. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within 15 calendar days after receipt of the notice. Notwithstanding the foregoing, a notice regarding a presentation to be held in a conference or a seminar shall be given to the other Parties at least 10 days prior to the planned presentation. Any objection regarding the planned presentation shall be given within 7 days after receipt of the notice. If no objection is made within the time limits stated above, the publication is permitted

Internal obligations

1. **Inform the coordinator (TBU) about any planned or ongoing activities!**
2. Consider the time needed for clearance of your activity according to the CA Article:
 - **Any new publication – inform 30 days in advance – objection possible**



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4 Work in progress

The work that is currently ongoing comprises the abovementioned magazine articles, the homepage as well as the flyer, roll-up, poster and giveaways, which will be presented at conferences and events.

The **first press release** titled “**EU Project TwinVECTOR – Pooling European competence in the development of world-class next generation batteries**” is planned to be issued by the end of January 2023. The link to the press release goes to the BayFOR website, where TwinVECTOR will be communicated regularly, for the project start, milestones, for selected events and also for innovative results. The press release will be accompanied with several pictures.

All activities are on schedule. The homepage is expected to be available by the end of January 2023 and the flyer by the end of February 2023. Widespread communication will take place first on a virtual level and, then on a personal level at scientific events, fairs, exhibitions and network meetings with internal and external stakeholders.

Obviously, this deliverable encompasses just the beginning of TwinVECTOR’s communication. It is a guideline and a tool to quickly cross-check possibilities and agreements. Communication will be constantly monitored during the action and checked for delays.



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References

- [1] Grant Agreement number 101078935 – TwinVECTOR, available in F&T portal ([click here](#)).
- [2] Consortium Agreement, available to the consortium in the protected MS SharePoint area.
- [3] Horizon Europe Online Manual, available in F&T portal ([click here](#)).



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Acronyms and Definitions

Acronym	Definition
CP	Communication Plan
CA	Consortium Agreement
CO	Coordinator
EC	European Commission



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Project Coordinator:

Dr. Viera Pechancova
Univerzita Tomase Bati ve Zline
University Institute
Nam. T. G. Masaryka 5555
CZ- ZLIN 760 01
E-Mail: pechancova@utb.cz



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