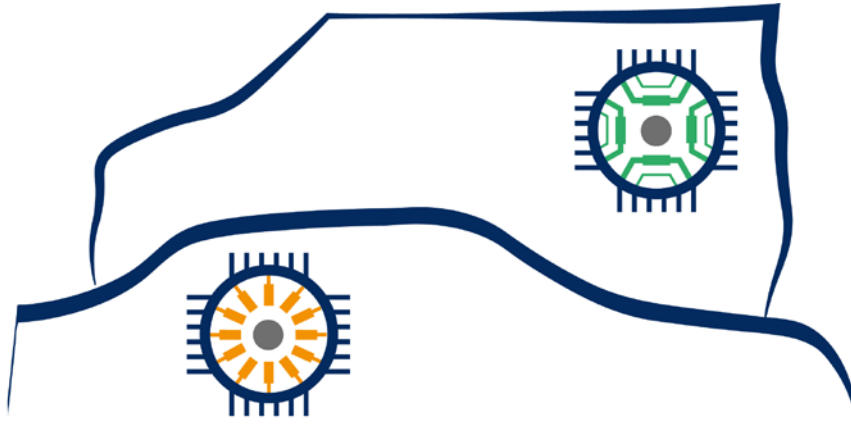




## Rare Earth Free e-Drives Featuring Low Cost Manufacturing



# ReFreeDrive

Collaborative Project  
Grant Agreement Number 770143

Start date of the project: 1<sup>st</sup> October 2017, Duration: 36 months

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770143

**Deliverable no.:** D 9.3

**Title of the deliverable:** Communication Plan

<b>Contractual Date of Delivery:</b>	<b>31/03/2018</b>
<b>Actual Date of Delivery:</b>	<b>31/03/2018</b>
<b>Lead contractor for this deliverable:</b>	<b>ECI</b>
<b>Author(s):</b>	<b>Tomas Jezdinsky, Fernando Nuño (ECI)</b>
<b>Participants(s):</b>	<b>Giuseppe Fabri (UAQ), Blanca Araujo (CID)</b>
<b>Work package contributing to the deliverable:</b>	
<b>Nature:</b>	<b>Report (Public)</b>
<b>Version:</b>	<b>2.1</b>

---

**Abstract:**

This Project Communication Plan, carried out early in the project, anticipates the main support actions envisioned for the dissemination and exploitation activities, as well as the project Key Messages and Communication Target Stakeholders:

- Communication goals and target audience
- Tools and channels
- Events and face to face communications, meeting with relevant people and organizations
- Interfacing with other projects related e-Drives.
- Stakeholder Platform Events
- Social Media Management

The specific dissemination activities and their monitoring will use this same starting point and update later on the necessary adaptations in the three deliverables of the Plan for the Dissemination of Results (D9.5, D9.6 and D9.7) respectively.

## Abbreviations

ANFAC = Asociación Española de Fabricantes de Automóviles y Camiones

CCFA = Comité des Constructeurs Français d'Automobiles

EC = European Commission

ECI = European Copper Institute

EU = European Union

FEBIAC = Fédération belgo-luxembourgeoise de l'Automobile et du Cycle

GA = Grant Agreement (of the ReFreeDrive H2020 project #770143)

IPR = Intellectual property rights

KOM = Kick-off meeting of the ReFreeDrive project (Oct 2017 in Brussels)

OEM = Original Equipment Manufacturer (*here: Car Maker*)

PPT = Microsoft PowerPoint Format

SMMT = Society of Motor Manufacturers and Traders

UAQ = University of l'Áquila, Italy

VDA = Verband der Automobilindustrie

## Executive Summary

The present report provides an overview on the planned activities, tools and elements to be used in the communication of ReFreeDrive project outcomes to the envisioned audience.

The main goals of these activities are to:

- Create awareness and share results to ensure visibility
- Promote project activities
- Network with other H2020 projects
- Increase competitiveness of concerned industry in EU and sell project results
- Inform EU policy makers

We can make use of skills and experiences among the consortium partners to achieve these goals, allocated sufficient resources to fulfil the tasks and have also a designated communication manager in place.

Most of the channels and tools have been defined, although not all finally decided:

- Possible conferences, our own stakeholder events and other meetings
- Tools like our own ReFreeDrive website, dissemination kit material, leaflet and poster
- Social media channel access

A major emphasis will be in successfully interacting with the other GV04 projects, hence we consider applying jointly for the EC Common Dissemination Booster and creating common platforms on social media as well as organizing common events.

The follow-up and monitoring for the specific dissemination activities are going hand in hand with this outline and using the same starting point. While the present Communication Plan outlines audiences and channels and their management, the outcome of the dissemination will be later reported in the three releases and individual reports on the Plan for the Dissemination of Results, led by UAQ in D9.5, D9.6 and D9.7 respectively.

