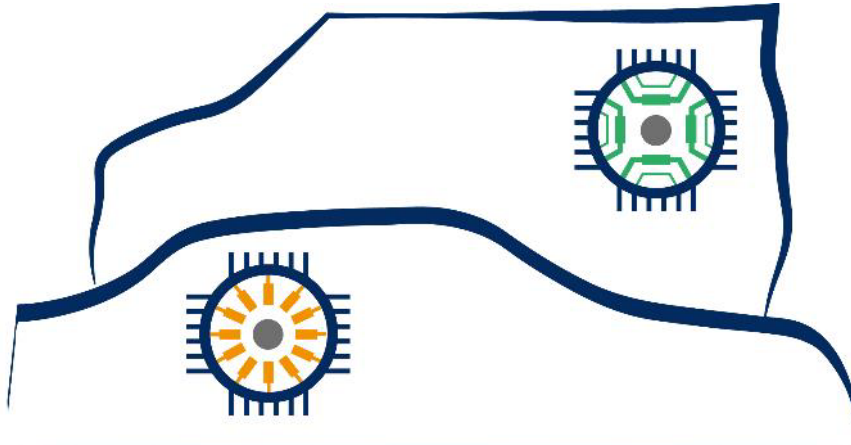




Rare Earth Free e-Drives Featuring Low Cost Manufacturing



ReFreeDrive

Collaborative Project

Grant Agreement Number 770143

Start date of the project: 1st 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

Work Package no.: 9
Title of the WP: Dissemination and Communication
Deliverable no.: 9.4
Title of the deliverable: Plan for the Dissemination of Results,
First Release

Contractual Date of Delivery:	30/09/2018
Actual Date of Delivery:	28/09/2018
Lead contractor for this deliverable:	UAQ
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Work package contributing to the deliverable:	WP9
Nature:	Report (Public)
Version:	1.0
Reference Deliverables	D9.1, D9.3

Abbreviations

ANFAC = Asociación Española de Fabricantes de Automóviles y Camiones

CCFA = Comité des Constructeurs Français d'Automobiles

DEM = Direct Email Marketing

EC = European Commission

ECI = European Copper Institute

EU = European Union

F2F = Face to Face

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

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

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

ORDP = Open Research Data Pilot

PPM = Project Progress Meeting

PPT = Microsoft PowerPoint Format

SMMT = Society of Motor Manufacturers and Traders

Tbd=to be defined

UAQ = University of l' Aquila, Italy

VDA = Verband der Automobilindustrie

Executive Summary

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

The main goals of these activities are to:

- Create awareness about the potential of the proposed solutions
- Make results available for other potential beneficiaries or users
- fostering competitiveness and growth and increasing benefits to the European Union (EU) economy and citizens
- Create additional value for partners of the project
- Network with other H2020 projects
- Increase competitiveness of concerned industry in EU and sell project results
- Inform EU policy maker

We make use of skills and experiences among the consortium partners to achieve these goals, allocate sufficient resources to fulfil the task and also designate responsible communication manager from the European Copper Institute (ECI) and dissemination leader from the University of L' Aquila (UAQ).

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

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

This report contains the definition of the target audience, the methods recognized for the dissemination, a plan of the activity for the first project period and a report about the dissemination of the preliminary project results. The objectives of this report are to highlight the plan for the project dissemination activities and report those activities undertaken during the first year. This deliverable fulfils its objectives and there has been no deviation from the Grant Agreement foreseen content or its timing.

The activities from the first year of the project have been mainly focused on:

- Development of the dissemination kit (including leaflet and posters);
- Development of the website (including the updates of the news);
- Organization and participation at the ECI European Motor Workshop;
- Organization and participation to the ReFreeDrive Workshop @ Coiltech
- Publication of six scientific papers;
- Setup of a LinkedIn page shared with the GV04 projects DRIVEMODE and ModulED.

The results of the campaign are satisfactory and are tracked through the website visits. More than 500 new users and 2000 visits have been collected within July 2018. Tracking data related to papers and LinkedIn page will be released in the next report.

The recognized barriers and risks and selected mitigating actions do not seem to affect the dissemination strategy.