



High voltage, room temperature single-ion polymer electrolyte for safer all solid state lithium metal batteries

D6.2 - “First Communication, Dissemination and Exploitation Plan”

Work Package 6 – Dissemination, Communication and Exploitation

Task 6.1 – Dissemination and Communication Actions

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ABBREVIATIONS AND ACRONYMS

C&D	Communication and Dissemination
EC	European Commission
EU	European Union
R&D&I	Research and Development and Innovation
WP	Work Package





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EXECUTIVE SUMMARY

Using a lithium metal anode and a lithium nickel-rich cobalt manganese oxide (NCM) cathode (85% of Ni) in combination with optimally designed polymer electrolyte interfaces, the PSIONIC project's overall goal is to design all-solid-state batteries and prototype cells with solvent-free, economical extrusion processes to simultaneously achieve unprecedented levels of safety and high ionic conductivity/transport.

The PSIONIC project's research and innovation activities will not only contribute to the technological advancements of all-solid-state Li-ion batteries in terms of safety, reliability, performance, cost, and sustainability, but will also allow for greater uptake by the electromobility sector and end consumers, paving the way for climate neutrality and green energy transition.

The action plan for the distribution and exploitation of PSIONIC outcomes, innovations, and concepts is described in D6.2 Initial Communication, Dissemination, and Exploitation Plan. It also tracks the development of communications efforts. The paper contains all the data required to support the PSIONIC project partners' communication activities. Detailed information is provided regarding the mapping of stakeholders at the European, National, and Local levels, the list of pertinent events, the timing of communication and dissemination activities, media outlets, etc.

The PSIONIC Project communication and dissemination objectives, as well as its implementation plan, will be used by the consortium to ensure the project's and its results' high visibility, accessibility, and promotion throughout the four-year project period. The goal is also to lay a solid foundation for the efficient exploitation of project results after the project is completed.

The communication plan's specific activities will address the general public in order to raise awareness of the project and its accomplishments. Key stakeholders with a relevant role in the project's fields and activities will also be targeted in the communication activities. The communication and dissemination plan has been designed to be easily readable and to provide quick access to methods and tools for both internal and external communication. Various sections cover a wide range of activities such as dissemination objectives, stakeholder identification, KPIs, methods, role assignment, and so on. In conclusion, this document contains:

- Dissemination objectives and targeted audience
- Communication tools and activities
- Design profiles, graphic and textual material
- A list of events and responsibilities
- An annexe with extensive lists and examples of dissemination material.

The document will rely heavily on and influence other deliverables and is considered a living document.





1 Goals, Objectives and Audience

1.1 Communication and dissemination long-term goals

The major objective of all communication efforts within the PSIONIC project is to disseminate knowledge and promote public awareness of the problems with the building industry's current energy management systems and the possibility for novel ways to improve energy efficiency.

PSIONIC aims to develop a state-of-the-art battery, in which no flammable and unstable liquid electrolytes are present. This will enable more safety, and a long cycling life for all-solid-state Lithium metal batteries. The consortium will disseminate details regarding the project's objectives, existing activities, advancement, outcomes, and potential advantages and opportunities provided by the creation of project concepts targeted to the pertinent target groups.

1.2 Communication and dissemination objectives

The main objectives of the dissemination activities for PSIONIC include:

1. Fostering scientific innovation and excellence, focusing on the scientific and technical fields of energy storage, batteries, and polymer-based batteries, and transferring to industry the outcomes of long cycling life R&D and Innovation.
2. Increasing the PSIONIC technology's exploitation potential and generating market demand for it
3. Contributing to knowledge exchange and encouraging students and scientists to evolve in that sector through technology transfer
4. Encouraging public involvement and understanding of technology and research in the field of energy storage through talks at webinars, technical conferences, academic publications, and ongoing website updates
5. Maintaining European R&D&I leadership globally by developing cutting-edge technology

1.3 Dissemination Strategy

The distribution strategy and tactics adhere to the best practices and concepts that have been proven effective by CLERENS, as well as the EC graphical recommendations for effective dissemination.

The PSIONIC dissemination plan will guarantee that the targets attained are publicized and that the public is aware of the issues with the building's current energy management systems and the possibility for creative solutions to improve energy efficiency. The identification and mapping of targeted stakeholders—the people to whom information should be distributed—as well as an understanding of their needs and characteristics form the core of PSIONIC's overall dissemination strategy. This allows for the customization of clear and succinct messages—the information that should be distributed—to the various target audiences. Also, this promotes the creation of relevant content for the intended stakeholders and ensures the use of the most appropriate and effective dissemination channels and communication instruments (how to disseminate). Assisting all project partners in implementing communication activities and achieving the dissemination and exploitation objectives throughout the project implementation, it also defines a time plan (when to disseminate) with specific objectives and target focuses per phase over the course of the project.





The Dissemination, Communication, and Exploitation Plan is created to make sure that the findings of the project are effectively communicated and distributed to the targeted stakeholders.

1.4 Targeted audience and communication channels

On the basis of a preliminary analysis carried out during the proposal process, a list of audiences and goals has been developed.

In order to create the most effective plans of action to involve these players, identifying groupings of stakeholders is, in fact, a crucial stage in the communication and distribution process. The existence of numerous stakeholders necessitates the use of specific solutions. To ensure effective communication, the message must be customized and differentiated. As they are refined and improved over time, the differentiation tactics used will inevitably alter.

Four suitable target audience categories were discovered in a preliminary analysis. The project could review this framework at any point.

1.4.1 Policymakers and Public Bodies (EU, national, regional and municipal)

Reaching decision-makers and public organizations is essential for the results to be effectively disseminated. By offering creative solutions for the entire battery value chain and influencing new regulations and policy for batteries at the EU and national level, the European Commission and European Parliament, regional local authorities, permitting bodies, and municipalities will be the main targets in order to contribute to the future of a sustainable EU.

Major occasions like the European Sustainable Energy Week are important goals for the project's dissemination strategy. The intended messages concentrate on the potential of PSIONIC technology to be commercialized, lessons gained, and project outcomes.

1.4.2 Battery industry, Technology providers

Battery industry technology suppliers will be involved. The project's main goal is to offer suggestions for enhancing PSIONIC technology. The target audience for project outcomes dissemination is the group of technology suppliers in an effort to pique their interest in enhancing cooperation.

1.4.3 Battery research and scientific community

The scientific community will be given access to data on the PSIONIC cells' performance characteristics through open access publication in scholarly journals and data exchange with other initiatives through established data bases in Europe.

1.4.4 General Public and media

The creation of a sustainable and competitive European battery value chain depends on public acceptability. Several of the project deliverables among the generated results are specifically made to communicate the practices and lessons learnt throughout the PSIONIC project with the public for technological knowledge, leading to widespread acceptance of the PSIONIC battery in terms of EV customers.

Stakeholder groups	Communication channels/Tools	Goals
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Battery industry, technology providers: Energy distributors and producers, Battery manufacturers, Automotive sector, Storage system developers	-Workshops, seminars -Education sessions -Collaboration with relevant projects -Dissemination material	- Recommendations for improvements of the PSIONIC technology; - Mobilisation of the sector's interest; - Improved cooperation
Policy makers and public bodies: EU Institutions; National governments, Regional/local authorities	-Final Conference, National/International conferences -International scientific/technical publications -Liaison with relevant EU communities -Website, social media	- Provide innovative solutions for the whole battery value chain; - Influencing new regulation and policy for batteries at EU and national level; - Contributing to the future of a sustainable EU;
Research and scientific community; Battery Community: Universities and research institutions; Research associations/networks; Battery platforms/projects	-International scientific/technical publications -Workshops, seminars, presentations at conferences, symposia -Education and training sessions -Collaboration with relevant projects	- Mutual learning; - Enhancement of R&D; - Knowledge spill-over; - Dissemination of results
Media and Journalists: Relevant media networks and projects General public: EV consumers, Citizens, NGOs, associations, civil society	- Website, social media - Events organised and/or participated by the project members - Dissemination material - Promotional video - Press releases and Articles	- Informing civil society and citizens about the results, new sustainable technologies and their role in energy storage.

Table 1: Targeted audience and communication channels

The following table presents similar project with whom PSIONC project could partner with for different types of collaborations and initiatives:

Project Acronym	Project Title	Grant agreement	Duration	Topic	Connection with PSIONIC
AM4BAT (https://cordis.europa.eu/project/id/101069756)	Gen. 4b Solid State Li-ion battery by additive manufacturing	101069756	1 July 2022 30 June 2026	HORIZON-CL5-2021-D2-01-03 - Advanced high-performance Generation 4a, 4b (solid-state) Li-ion batteries supporting electro mobility and	Aims to leverage additive manufacturing technologies for fabricating 3D lithium-ion batteries

				other applications (Batteries Partnership)	
BEST (https://cordis.europa.eu/project/id/101069676)	Batteries Europe Secretariat	101069676	1 May 2022 30 April 2025	HORIZON-CL5-2021-D2-01-07 - Support for establishment of R&I ecosystem, developing strategic forward-looking orientations to ensure future skills development, knowledge and technological leadership for accelerated disruptive technology exploration and uptake (Batteries Partnership)	Aims to consolidate the Battery R&I community and support the existing platform by forging synergies and consolidating the workflow among the initiatives
BIG-MAP (https://cordis.europa.eu/project/id/957189)	Battery Interface Genome - Materials Acceleration Platform	957189	1 Sept 2020 31 Aug 2023	LC-BAT-12-2020 - Novel methodologies for autonomous discovery of advanced battery chemistries	Aims to play a role in the creation of a versatile and chemistry-neutral European Materials Acceleration Platform that can significantly increase the rate of discovery of new battery materials and interfaces
CoFBAT (https://cordis.europa.eu/project/id/875126)	Advanced material solutions for safer and long-lasting high capacity Cobalt Free Batteries for stationary	875126	1 Nov 2019 31 Oct 2023	LC-BAT-2-2019 - Strengthening EU materials technologies for non-automotive battery storage (RIA)	Aims to develop novel batteries for energy storage that are cobalt free and in a modular format, rendering it suitable for

	storage applications				different wide-ranging applications, be it domestic or industrial
HELENA (https://cordis.europa.eu/project/id/101069681)	Halide solid state batteries for ELeCtric vEHicles aNd Aircrafts	101069681	1 June 2022 31 May 2026	HORIZON-CL5-2021-D2-01-03 - Advanced high-performance Generation 4a, 4b (solid-state) Li-ion batteries supporting electro mobility and other applications (Batteries Partnership)	Aims to respond to the need for a safe, high energy efficiency solid-state battery cell
HIDDEN (https://cordis.europa.eu/project/id/957202)	Hindering Dendrite Growth in Lithium Metal Batteries	957202	1 Sept 2020 31 Aug 2023	LC-BAT-14-2020 - Self-healing functionalities for long lasting battery cell chemistries	Plans to develop self-healing processes that could extend the lifespan of lithium–metal batteries by 50 % and thus allow production of durable next-generation batteries with 50 % higher energy density compared to traditional lithium–ion batteries over total lifetime
NAIMA (https://cordis.europa.eu/project/id/875629)	Na Ion Materials as Essential Components to Manufacture Robust Battery Cells for Non-Automotive Applications	875629	1 Dec 2019 31 May 2023	LC-BAT-2-2019 - Strengthening EU materials technologies for non-automotive battery storage (RIA)	Intends to develop and test new-generation sodium-ion cells and prove that they are highly competitive, safe, solid and the most cost-effective solution to replace lithium-

					based technologies
POLY STORAGE (https://cordis.europa.eu/project/id/860403)	European Training Network in Innovative Polymers for Next-Generation Electrochemical Energy Storage	860403	1 Nov 2019 31 Oct 2024	MSCA-ITN-2019 - Innovative Training Networks	Aims to foster collaboration with industrial partners in the field of electrochemical energy storage
SEATBELT (https://cordis.europa.eu/project/id/101069726)	Solid-State Lithium Metal Battery with in situ Hybrid Electrolyte	101069726	1 July 2022 30 June 2023	HORIZON-CL5-2021-D2-01-03 - Advanced high-performance Generation 4a, 4b (solid-state) Li-ion batteries supporting electro mobility and other applications (Batteries Partnership)	Aims to help to pave the road towards a cost-effective, robust all-solid-state lithium battery comprising sustainable materials by 2026
Si-DRIVE (https://cordis.europa.eu/project/id/814464)	Silicon Alloying Anodes for High Energy Density Batteries comprising Lithium Rich Cathodes and Safe Ionic Liquid based Electrolytes for Enhanced High Voltage Performance	814464	1 Jan 2019 31 Jan 2023	LC-NMBP-30-2018 - Materials for future highly performant electrified vehicle batteries (RIA)	Aims to develop the next generation of rechargeable lithium-ion batteries, allowing for cost-competitive mass market EVs

Table 2: Similar EU-funded project which PSIONIC has identified and could partner with

2 Communication Activities and Tools

The methods and techniques employed for PSIONIC's communication and distribution are complementary and reinforce one another. Many audiences will be targeted in different ways, as was mentioned in the previous chapter. Events, networking, and media relations will all be combined by CLERENS and its partners to create a multifaceted communication and distribution strategy.

2.1 Visual Identity

2.1.1 Logo, templates

The visual aspect of the project has received special consideration. A unified public image / branding for the project facilitates public identification and ensures better visibility and immediate recognition. Consortium partners chose the logo shown below after internal brainstorming and consultation.



Figure 1: Logo of PSIONIC

2.1.2 List of communication and dissemination materials

The communication and dissemination materials where the logo and project identity will be used are the following (non-exhaustive list):

- Project website
- Social media
- Any project-related documents created, including those that must be presented to the European Commission, such as deliverables, agendas, meeting minutes, etc.
- PowerPoint presentations used for communication and dissemination activities carried out by consortium partners
- Physical and online events organised or participated in by the project.
- Publicity tools including flyers, presentation templates, roll-ups, etc.



In order to maintain coherence among the partners in their interactions with the public, a specific template for project deliverables, presentations, official documentation, and other dissemination activities is defined. In this case, an established and well-organized format also allows the public to immediately recognize the project. Starting with the project logo and the colors chosen for the project, the common formats were created.

In particular, in order to facilitate document preparation, CLERENS has prepared:

- Text template (Word);
- Meeting minutes template (Word);
- Presentation template (PPT);
- Deliverable template (Word).

These documents are accessible on the private project repository. They are also present in Appendix A of this document.

2.1.3 Use of EU logo, emblem and acknowledgement

According to Article 17.2 of the General Agreement (GA), the EU emblem must be displayed on every piece of results dissemination (in any format, including electronic), and it must be given the proper amount of prominence when displayed alongside other logos. Additionally, any dissemination of results must include the following texts acknowledging EU funding:

- "This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No. 101069703," to be used in communications activities.
- For patent applications: "The Horizon Europe research and innovation program of the European Union has provided funding under grant agreement No. 101069703 for the project leading to this application."
- For activities involving standardization, "Results incorporated in this standard received funding from the European Union's Horizon Europe research and innovation program under grant agreement No. 101069703."
- For major results, equipment, and infrastructure: "This [result] is part of a project that has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101069703."

The acknowledgment mentioned above will be accompanied by the following disclaimer: "Views and opinions expressed are, however, solely the authors' own and do not necessarily reflect those of the European Union or CINEA. They are exempt from liability both from the European Union and the granting authority."





This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101069703

Figure 2: EU Emblem with text

2.2 Website and digital marketing

2.2.1 Website

The primary project channel for communication and information dissemination will be the PSIONIC website. It is a tool that can give the project a lot of visibility and makes it simple and barrier-free to share knowledge. It will serve as the starting point for many target audiences because of its adaptability. The platform will be intuitive and user-friendly for users using mobile phones, and the website will rely on an easy-to-use design. In order to achieve consistency, the website also uses the same color scheme as the logo.

www.psonianic.eu

The project website aims to connect with anyone who is curious about learning more about the project. The website aims to provide details about the project, its goals and objectives, the roles of each partner, the anticipated completion date, and the anticipated effects.

CLERENS, a project partner, and the project consortium worked together to plan the PSIONIC project website. Created in M5 (November 2022), the website will be regularly updated with the progress of the work made in the project, promoting future events and news items on the development of its activities. The website will incorporate social media buttons to spread the word about the project on various channels. This will enable a wider dissemination to audiences with and without technical backgrounds.

Below, figure 3 shows a map of the website, with all content pages, both parent and child ones.

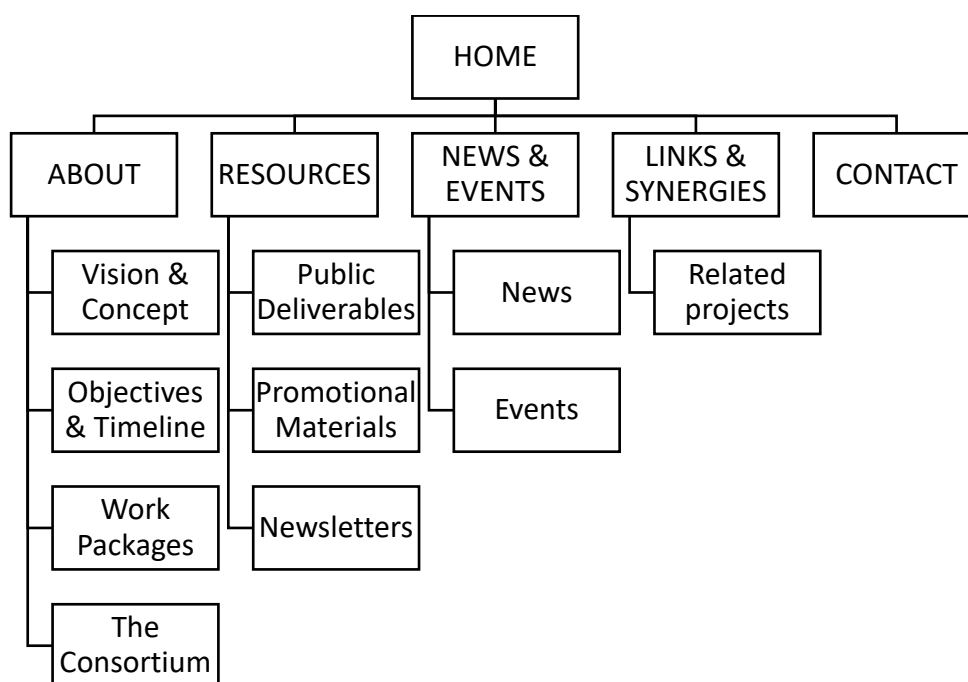


Figure 3: Map of PSIONIC website

The website will be overseen and updated as necessary by CLERENS, who will also gather feedback and suggestions from partners on the news and other content that should be published on the website. Additionally, regular monitoring and evaluation of website visits will be conducted (every six months). We'll make use of the Wix-integrated analytics tool, a tool that offers data-rich statistics about website traffic. At every meeting, the Consortium will have access to platform results, which will help with discussions about how to broaden the project's appeal.

Images related to the website can be found on Appendix C.

2.2.2 PSIONIC on social media

In order to make the project and its activities more visible, social media will be used. Social media platforms, though, will also be used to engage with various communities and foster communication, not just for the purpose of disseminating information. It serves as a means of getting original feedback and fresh data. The project, its goal, and the outcomes can also be discussed by users on social media, which is a great platform for this.

All social media accounts will be managed by CLERENS, ensuring continuity in the messaging and preventing duplication. Additionally, the two social media platforms that were chosen complement one another in that different user groups use them and communicate with them in different ways. The following social media sites will be utilized:

- **Twitter (@PSIONIC_eu)**, a social media and news platform. It is often used for “live tweeting”, e.g., communicating through the platform in a short manner (280 characters maximum) during a specific event. It is an efficient tool to make an activity accessible not only to the people who are physically there but also to those who can only follow it online. Similarly, by posting pictures and comments, everyone can easily engage with other actors. Through live tweeting, and smart use of hashtags, users receive information, and the event gains

visibility. It is also a great instrument to comprehend, at the end of the activity, what kind of demographic was involved in each event. As suggested by the European Commission’s guidelines, the handles @REA_research and @cinea_eu, and the hashtags #HorizonEU2020 and #CINEA_EU will be used in PSIONIC’ tweets, to maximise their visibility. A playful, concise and enthusiastic style of writing will be adopted, using emoticons to engage the audience. Partners will have visibility by being tagged on either the text of the tweet or in pictures. CLERENS has created and will operate an account on this platform.



Figure 4: Social media post on Twitter

- **LinkedIn (PSIONIC Project)**, an online service created for professional networking and discussion on topics related to businesses and professional activities. The website allows the consortium partners and other stakeholders to engage in a space specifically designed for professional interactions. The PSIONIC company page will be used to inform LinkedIn users about the project. Hopefully, this will lead to a stronger relationship between the parties, and the development of new connections between the several interested actors. The style of writing on this platform is significantly different compared to the one for Twitter since it has no character limit and allows more intricate phrasing.

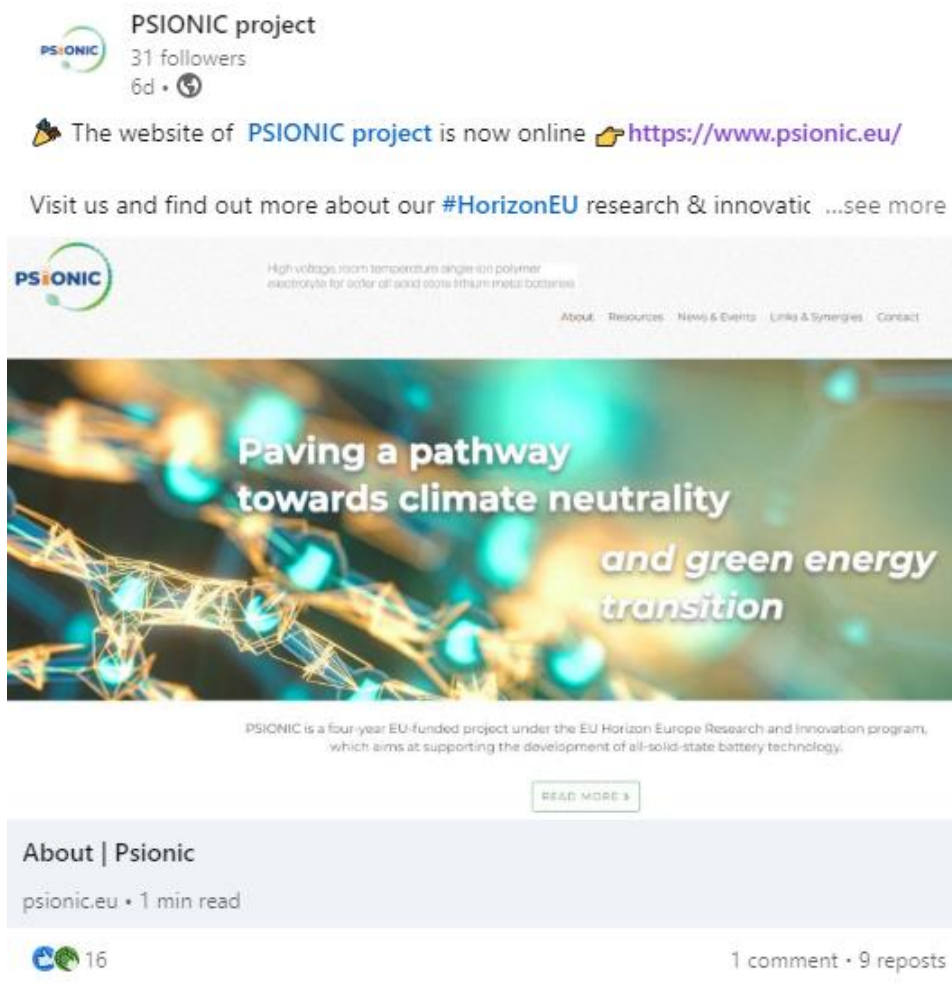


Figure 5: Social media post of LinkedIn

2.2.3 Analysis of social media data

CLERENS will look into the project-related social media activity. Since hashtags are frequently used on social media, we'll use them to analyze the motivations behind users' comments on the PSIONIC project. By keeping an eye on the messages, it will be possible to gauge the effectiveness of the planned communication activities, observe how various audiences respond to the published content, and find ways to enhance and modify the communication strategy. This will also be an effective way to conduct geographic analysis, pinpoint important figures, and determine which stakeholder groups participate in the conversation.

The built-in analytics tool for social media channels will give details on the project and topic-related conversations, engagement rate, and growth of followers. This data will reveal the audience's level of project awareness.

2.2.4 Newsletter

A bi-annual newsletter will be developed to give current information about PSIONIC to the appropriate audience. Prior to sending the newsletter to relevant stakeholders outside of the project community, it will first be sent to PSIONIC partners for internal review. Through an online form shared on social media, every relevant stakeholder will be able to sign up for the





newsletter and contribute to its wider distribution. When requested, the PSIONIC partners will contribute content to the newsletter and promote its publication through their own communication channels.

The newsletter will be organized as follows: Overview of the project's progress - Milestone announcements - Online news articles - Deliverables and reports - Press evaluation (news related to the topic).

The first issue will be distributed in M8.

2.2.5 Search Engine Optimisation (SEO)

CLERENS will aim to ensure the optimisation of PSIONIC website in order to have better visibility in the different search engines. To achieve that:

- A. The website needs to be easily screened and indexed by search engines;
- B. Content needs to be easy to share.

This way, the website will be highly ranked by the search engines, being able to effectively reach PSIONIC project's targets.

2.3 Leaflets, posters and roll-up

A promotional project flyer will be created and distributed to partner organizations (to be further disseminated through their networks and channels) as well as at public events in order to reach the large non-specialist community and the community of relevant stakeholders. Additionally, a roll-up and a general project poster will be created for exhibitions and events. Throughout the project, three different products will be delivered.

- a. Design and printout of a general project leaflet (M6) with printing to be decided according to necessity
- b. Design and printout of a general project poster (M9) with printing to be decided according to necessity
- c. Design and printout of a roll-up for use at events and exhibitions (M6) with printing to be decided according to necessity.

The visual identity standards will be adhered to for all materials. Overall, with relatively low costs, this collection of communication tools will be able to reach a sizable community.

2.4 Promotional video

PSIONIC will create a presentation video. The video will include the vision and the objectives of the project. Thanks to the inputs from the coordinator and other partners, the video will be outsourced to an external provider. The video will be projected in multiple ways at events, workshops, conferences, policy conferences and through social media. Its effectiveness to engage audiences and its promotion strategy will be documented in future communication reports.

2.5 Media relations

Utilizing both general and specialized media, CLERENS hopes to increase the project's relevance and visibility. Public information about the PSIONIC project will be distributed through general media. To reach particular stakeholder groups, specialized media will be used, depending on the desired or potential role of PSIONIC replication activities.



Press material related to the project, articles in national and international magazines, as well as papers and other publications (e.g., Energy and environmental science, Advanced Energy Materials, Journal of the Electrochemical Society, Applied Energy Materials, Journal of Power Sources, Energy Storage Materials, etc.), will be published on the PSIONIC website and further promoted through social media channels and the bi-annual newsletter.

The media strategy will be coordinated by CLERENS. Communication teams of project partners will have a key role in disseminating press releases or involving media. Press releases will be prepared and launched to emphasize important milestones of PSIONIC such as project kick-off; results publication, high-level EU events and conferences in Brussels.

The first press release, describing the official kick-off of PSIONIC has been disseminated to all consortium partners and within their networks.

Appendix D presents the foreseen press releases and communication materials.

2.6 PSIONIC related events

As the next sections will explain, the consortium will participate and co-organise scientific and industrial events, including special workshops, tutorials or industry days, aimed at presenting the PSIONIC results. PSIONIC Consortium partners will also participate at external events for dissemination purposes.

2.6.1 Awareness raising events

Participation and feedback from stakeholders are key elements of this master plan. Most of the previously mentioned channels– website, newsletter, social media, and leaflets – will be used to contact the parties and inform them about the event.

Continuous impact evaluation and planning of exploitation activities will be carried out in order to broaden the dissemination of results and express them in terms that are easily understood by stakeholders in industry, suppliers, and authorities in order to accelerate the implementation of research findings. This will additionally be done to promote the dissemination of project findings through presentations at webinars, technical conferences, and other events.

To provide an overview of what will be organised, the following sections provide a classification of the events.

2.6.1.1 Co-organised events

Where possible, the Consortium will co-organize conferences (scientific and industrial), special workshops, events open to the public, tutorials, or industry days for dissemination. There will be organized specific events (both offline and online) highlighting the contribution of research to the growth of the PSIONIC project.

There will be three organized webinars covering specific topics (as determined by the consortium). Periodic dissemination plans will take the results from the webinars into consideration. Webinars are excellent communication tools because they enable easy document sharing and real-time interactions. Additionally, there is the option to record webinars, which expands the audience's access to reliable project information. The webinars will be in English, and the aforementioned platforms will be used to advertise participation (e.g. social media, newsletter, and website).



For the purpose of dissemination, partners can organize webinars. To better coordinate their action, they are encouraged to get in touch with CLERENS beforehand.

2.6.1.2 Final event

In order to present project results to EU stakeholders in Brussels, the business, research, and financial communities, as well as the general public, CLERENS will organize the final PSIONIC event. The opportunity to discuss the project's outcomes, challenges, and solutions over the course of its four-year lifespan, as well as its legacy, will be presented to a large number of important stakeholders.

2.6.2 Participation to external events

The project will heavily rely on the promotion of PSIONIC activities through presentations at external gatherings like conferences and exhibitions. CLERENS will create and keep up-to-date a list of events (either their own events or events hosted by other PSIONIC stakeholders). Speaking at these occasions on behalf of the PSIONIC project will fall under the collective responsibility of the consortium's members. Additionally, CLERENS will create the foundational set of slides and update them frequently. Naturally, external events are a great way to reach stakeholders who had not previously been reached or to deliver specific information while tailoring the language and content to the audience.

The PSIONIC project consortium will rely on a strong network that will enable the project results to be shared with a wide range of stakeholders. The PSIONIC project will work to make sure that the range of actors who might be interested is thoroughly covered. Furthermore, by exchanging lessons learned, external occurrences will facilitate collaboration with related projects and initiatives.

Appendix E presents a to-be-filled list of events which PSIONIC members will attend.



3 Internal Coordination, Communication and Procedures

When it comes to dissemination and communication, CLERENS is in the driver's seat. However, additional consortium members will also make substantial contributions to the outreach efforts. Production, coordination, and adaptation of content will be handled by CLERENS, as will be explained in the sections that follow.

3.1 Content production and delivery

A number of partners will create communication tools throughout the project. The content will be examined by CLERENS prior to publication, though. Following are the details of how CLERENS will coordinate and act:

A) *For content produced by a partner*

The coordination procedure is the following

1. The partners send its communication material to CLERENS.
2. CLERENS assesses whether it overlaps with other communication initiatives from the consortium and whether it is coherent with PSIONIC strategy.
3. If CLERENS believes it is suitable, the partner has the “green light” to publish the materials.

Both PSIONIC channels and the partner's own channels can be used to publish the content. The partner must give the other consortium members a fair amount of exposure.

B) *For content created by an outside source*

It is possible to consider and use the communication materials created by parties outside the consortium. However, the associate must initially:

1. Describe and categorize the external content
2. Determine whether the content supports PSIONIC communication and dissemination goals.

To avoid duplication, partners are encouraged to get in touch with CLERENS if they discover any material that might be useful to PSIONIC. This is similar to point A.

C) *Interactions with media*

The key player in developing and upholding relationships with the media is CLERENS. However, if partners get a chance to speak with the media. Partners may contact CLERENS for assistance with any procedure, information, or advice.

3.2 Translation

All the communication material, produced in the framework of PSIONIC project, shall be in English. However, in order to foster and ensure a better dissemination strategy for the project, some communication material can also be made available in other languages in case this is needed.

3.3 Dissemination procedures

The consortium must approve all dissemination activities, as detailed in the Consortium Agreement and the Grant Agreement.





3.3.1 Tracking and reporting of dissemination activities

As stated by Article 17 of the GA, each partner must effectively disseminate its results, taking into account the confidentiality agreements set in the GA and CA:

“The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.”

Besides, according to article 17 of the GA, any partner that intends to disseminate its results must give a notice at least 15 days in advance:

“A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 15 days, together with sufficient information on the results it will disseminate.”

Any other partner of the consortium may object within 15 days of receiving notification, as stated by article 17:

“Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.”

3.4 Internal communication and repository

To ensure maximum transparency and awareness, all partners will be kept regularly informed about the project's status, planning, and any other pertinent issues. All documents must be sent or made accessible on the secure internal SharePoint repository. Additionally, when appropriate, information will be transmitted directly to the partners.

Every month, conference calls will be held between the project coordinator, task leaders, and leaders of each work package. This will allow for timely problem detection, mitigation, and delivery of an effective contingency plan (if needed).

The private internal repository (Microsoft Teams) should have a section dedicated to each official meeting of the project. For example, a meeting section is created in the internal repository for general meetings, while each WP folder has a designated section for meetings.

It will be possible to exchange information more easily by using various communication tools. The software for conference calls and the private internal repository should be mentioned among these resources.

3.4.1 Software for conference calls

In addition to traditional software for conference calls that is widely used in the framework of European Projects, CLERENS will provide Microsoft Teams for the WP conference calls.

Microsoft Teams is a web-hosted service created and marketed by Microsoft. It is an online meeting tool, desktop sharing, and video conferencing software that enables users to meet with each other via the Internet in real time.



3.4.2 *Private internal repository*

CLERENS established an internal repository for the partners' document exchange as well as for the archiving of files. Web access to Microsoft Teams is available via a unique account (username and password). The Appendix C contains figures that show the Microsoft Teams repository.

It is crucial to maintain an up-to-date record of the communication tasks finished over the course of the project's four years. All of the prior communication efforts made by the partners will have their own section in an online private repository. Partners are required to fill out a table considering dissemination activities (events and communication activities) in accordance with the activities they carry out, which will be uploaded to the online repository (see Appendix E).

3.5 *Open access*

Each beneficiary shall ensure open access (free online access for any user) to all peer-reviewed scientific publications related to the results achieved within the project, as specified in Section 17 of the Grant Agreement. As shown in Appendix F, they must be reported on a list that is available on the internal website repository.



4 Performance Assessment

A set of indicators has been chosen to quantify the degree of communication and dissemination activities' success. Throughout the project's four-year lifespan, both the project itself and online press and media coverage will be analyzed.

Through investigations, where specific KPIs are used to assess performance, quantitative data is gathered. Additionally, as previously explained, Google Analytics will be used to track a portion of the communication activities, allowing for the collection of detailed data.

Overall, the project will be closely followed; at the Consortium management meeting, the findings of this investigation will be frequently reported. This improves the quality of the project's communication and dissemination activities by identifying shortcomings or overlapping actions and addressing them.

4.1 Key Performance Indicators

Table 3 presents the Key Performance Indicators used for PSIONIC Communication and Dissemination tasks.

Measure	Target audience	Key Performance Indicators	Target value
Website	General public and interested parties (industry, research institutes, policy makers)	- Webpage visits/year - Number of downloads per downloadable material	>5000/year >50
Social media (LinkedIn and Twitter)	General public, industry, policy makers	- Numbers of followers for each of the social media accounts/total - Impressions per 3 top posts/period	>300/overall >1000/post
Promotional materials	Industry, scientific community, policy makers, general public, media	-Number of brochures distributed in physical events	>1000/overall
Publication of scientific and technical results	Research and scientific community	- Papers published in scientific journals - Number of page visits to the publication link on project's website - Participation to technical conferences	>2/year >50/publication >3/year
Newsletter	Media, scientific community, policy makers, industry, general public	- Number of published newsletters - Number of subscriptions - Percentage of clicks	>2/year >100/overall >30%/issue
Participation in events	Industry, scientific community, policy makers, companies, general public	- Number of events attended (trainings, workshops, round table, conference, webinars)	>10/year

Table 3: Key Performances Indicators used for PSIONIC Communication and Dissemination tasks



4.2 Key positions and communications teams

Communication Manager:

Association/Organisation	Main communication responsible	Support
CLERENS	Fatima Ahmed	Lucia Sardone Valentina Ferrara Adeola Adeoti Mashood Nasir Patrick Clerens

4.3 Roles and responsibilities of partners

All project partners are expected to actively participate, according to the communication strategy. The WP6 leader, CLERENS, is in charge of the communication activities and is accountable for ensuring proper information exchange within the consortium and assisting in the full dissemination of the project's content and outcomes. The inclusion of the CNRS, NIC, POLITO, WWU, and UU in the consortium of leading European RTD ensures the selection of and access to the best research infrastructures for the creation of excellent and original knowledge at the EU level. Leading industrial partners (REN, SP, BS, ARM, and ACCU) taking part in the research ensures that it satisfies market demands and supports the provision of services that are lacking. Thanks to consolidated, extensive networks, CLERENS' participation as dissemination leader and that of other well-connected partners ensures the attraction of numerous potential stakeholders throughout the EU (e.g., ETIP–SNET, BRIDGE, BEPA, Battery2030PLUS, Alistore ERI etc).

The promotion of project outcomes and the inclusion of stakeholders in the participatory approach are the top priorities for all partners. They will assist in creating communication materials, take part in and help plan events, and offer information, criticism, and input on activities for disseminating information.

The entire project's CLERENS budget includes the cost of communication supplies and equipment. This includes final event management, website and video delivery, printing of materials, etc. The partners are given some funding to attend appropriate events to publicize the project and share the findings.

4.4 Support of Roadmap of PSIONIC

In accordance with HORIZON-CL5-2021-D2-01-03, "Advanced high-performance Generation 4a, 4b (solid-state) Li-ion batteries supporting electro mobility and other applications (Batteries Partnership)," which is part of the Horizon Europe program, Deliverable 6.2 supports the PSIONIC Project in the definition of dissemination actions and communication. In terms of safety, reliability, performance, cost, and sustainability, the PSIONIC project advances the technology of all-solid-state Li-ion batteries. It will also enable greater uptake by the electromobility industry and end users, paving the way for the transition to green energy and climate neutrality. The PSIONIC project is supported by dissemination and communication efforts in order to increase the impact of its key outputs.

CLERENS, in collaboration with the project partners, will identify key players, potential end users, and stakeholders for the project. A tailored set of messages will be developed and delivered for each group in accordance with the C&D Plan, taking into account the context in which they operate and their specific needs. As stated in the document, an important aspect





of PSIONIC is its proactive participation in C&D activities with similar projects and initiatives in order to foster synergies and collaborations among EU-funded program actions.



5 Exploitation of Results

Along with the C&D, the measures to maximise the impact also foresee exploitation activities. Those are aimed at the utilisation of results in further research activities other than those covered by the action concerned, and in developing, creating and marketing product and processes, in creating and providing services, and in standardisation activities.

Under the guidance of the Exploitation Manager (BS), the consortium will define a clear exploitation plan, which will also include IPR. The present chapter serves as an initial exploitation plan.

The KERs collector template that was used by the Consortium for the KERs update is shown in the table below. The gathered information will be then reviewed and updated during the lifetime of the project, as the technical results become in turn available.

Work Package	WP Leader	Partners Contributing	Exploitable result/outcome (description)	Ownership	Type of exploitable result/outcome	Delivery date (dd/mm/yyyy)	Target audience/stakeholders	Current TRL of the result	Expected TRL of the result

Every partner in the consortium will develop an internal exploitation plan based on their individual interests and capabilities. The partners will establish their own market-focused approach to encompass all project outcomes, along with a well-defined path to pursue the subsequent stages of the exploitation plan.

The initial interests of each partner are outlined in the Grant Agreement. The KERs have been updated by the partners according to the development of the project and they will be included in the D6.3 “Mid term Exploitation Strategy, Plan and IPR report” in M18. The D6.3 is a sensitive deliverable, which is why the updated KERs are not shown in the present document.

Generally, the exploitation routes targeted for the outcomes of the PSIONIC Project will be:

- At the Research level: knowledge transfer institutions, battery & electrolyte manufacturers, chemical & polymer companies, increased commercialisation potential, mobility sector, new knowledge for teaching courses, new projects.
- At the Industry level: high-volume market of EV with new generation (GEN4b) of cells, Strengthen the position as reference in next-generation of advanced materials and battery cell manufacturing and recycling.
- At the Material suppliers' level: battery manufacturers, House R&D of large companies, electrical vehicles (cars, buses) and electrochemical storage systems, novel Business Line, opening new markets with high added value.
- At the End users' level: increase of market share by addressing mass production with better products, joint development projects and business collaboration with end users and other material suppliers, developing application specific products/solution



CONCLUSION

This document (D6.2) provides guidance for where and how to apply content, tools and resource indicators. It explains contexts, defines roles and assigns responsibilities. The document presents the project profile handbook, which is an integral part of the visual aspects of the communication efforts, including the communication channels and target audience (participants, stakeholders, media, public officials etc.) that were of particular interest to the project. Furthermore, it touched upon measures to take in order to achieve the biggest impact. The deliverable serves as a strategy document, but some of its content will be dynamic by nature. KPIs will have to be updated as the project learns more about the different domains and changes in policies. The deliverable touches upon the measures to take to achieve the biggest impact and maximum results. The report represents a strategic document, however, some of its content, such as the KPIs will be dynamic due to their nature and will need to be updated as the project learns more about the various domains and changes in policies.

The implementation of this plan will be monitored through D6.4 Mid-term Communication and Dissemination Plan and D6.6 Final Dissemination Report.

In addition, this document has provided some initial content for the Exploitation strategy, which was in the first place provided and elaborated during the Grant preparation and that will be updated in a dedicated deliverable (D6.3) in Month 18.





APPENDIXES

Appendix A – Templates

Appendix A presents images related to all the templates elaborated for the PSIONIC project.

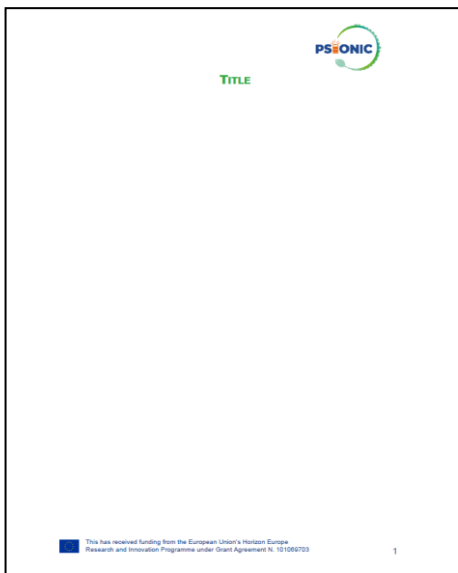


Figure 6: Text template

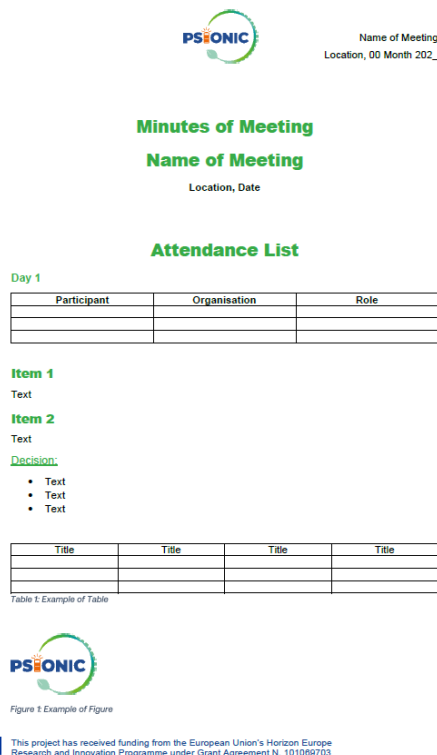


Figure 7: Minutes of meeting template





Figure 8: Presentation template (cover slide)

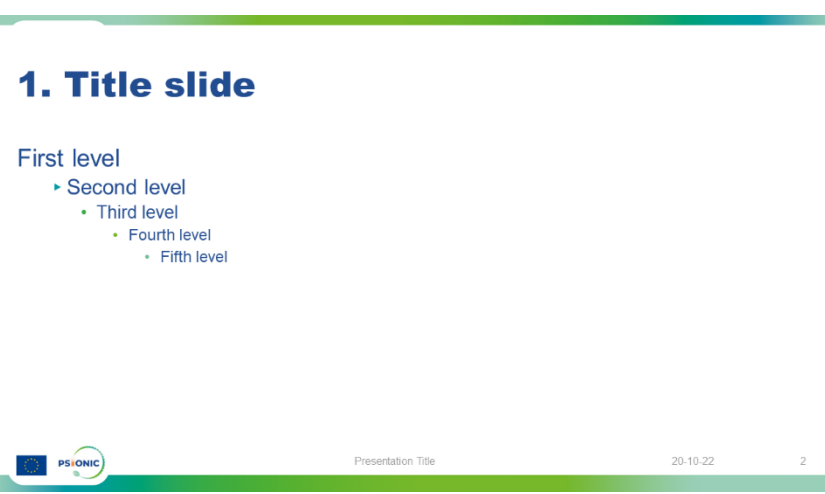


Figure 9: Presentation template





High voltage, room temperature single-ion polymer electrolyte for safer all solid state lithium metal batteries

D#.# - “Deliverable title”

Work Package Number – Work Package Name

Task Number – Task Name

Due date of deliverable: Date Month Year

Actual submission date: Date Month Year

Project Acronym	PSIONIC
Call	HORIZON-CL5-2021-D2-01
Grant Agreement No.	101069703
Project Start Date	01-07-2022
Project End Date	30-06-2026
Duration	48 months

Figure 10: Deliverable template (cover page)

Appendix B – Project logo, EU logo and acknowledgment text



High voltage, room temperature single-ion polymer electrolyte for safer all solid state lithium metal batteries

Figure 11: Logo of PSIONIC with tagline





Figure 12: Logo of PSIONIC without tagline



This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement N. 101069703

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. This project also contributes to the objectives of the Batt4EU Partnership under call topic ID: [HORIZON-CL5-2021-D2-01-03]”.

Figure 13: EU logo and acknowledgment

Appendix C – Website and repository

Website



This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement N. 101069703



Homepage

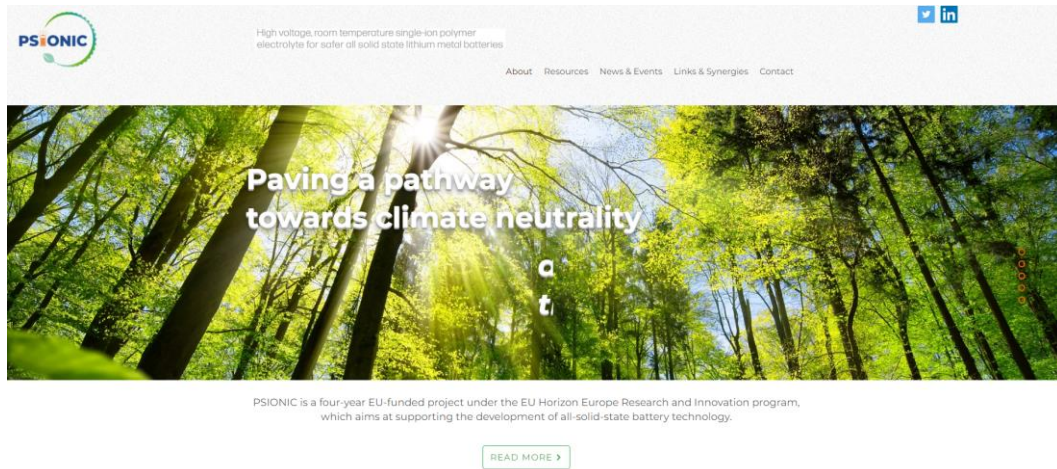


Figure 14: PSIONIC website homepage

Example of other pages

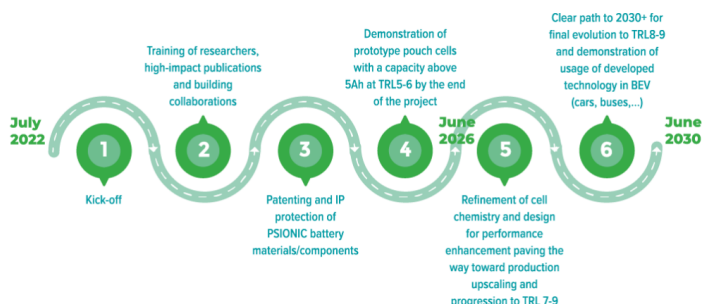


Figure 15: PSIONIC news webpage





Objectives and Timeline



The PSIONIC project started in July 2022 and will stretch over 4 years, ending in June 2026.

Main steps:

1. July 2022 Kick off
2. Training of researchers, high-impact publications and building collaborations
3. Patenting and IP protection of PSIONIC battery materials/components
4. Demonstration of prototype pouch cells with a capacity above 5Ah at TRL5-6 by the end of the project
5. Refinement of cell chemistry and design for performance enhancement paving the way toward production upscaling and progression to TRL 7-9
6. Clear path to 2030+ for final evolution to TRL8-9 and demonstration of usage of developed technology in BEV (cars, buses,...)

Figure 16: PSIONIC Objectives and Timeline webpage

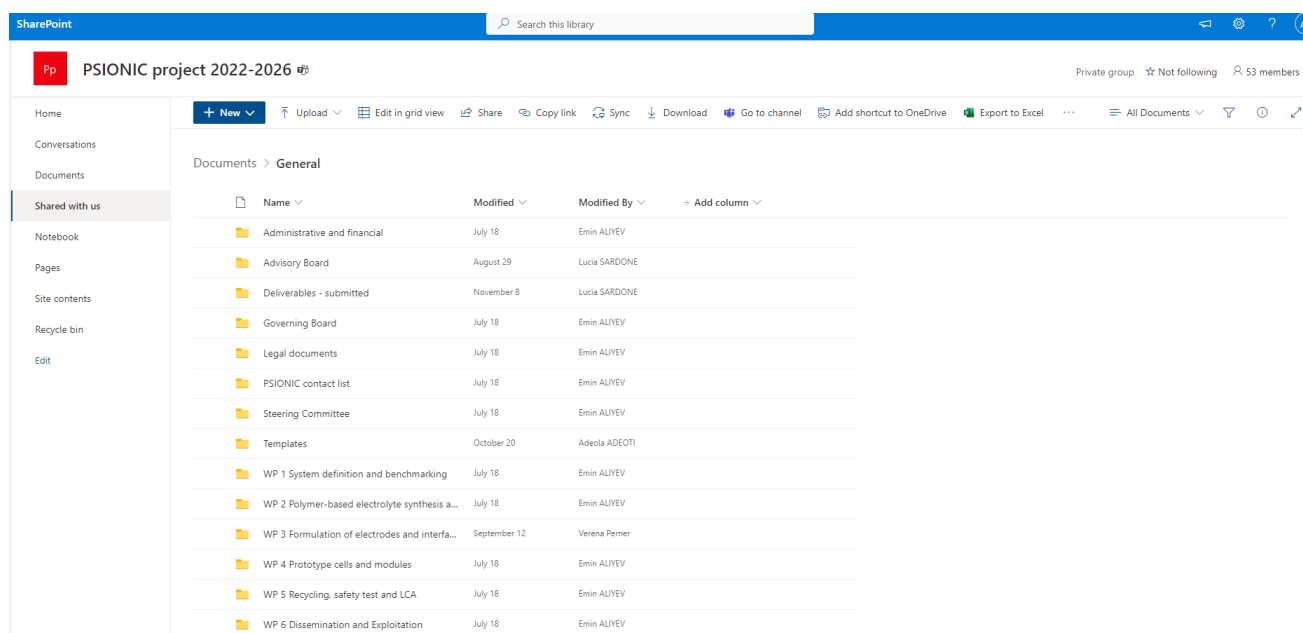


Figure 17: Internal structure of the repository based on Sharepoint

Appendix D – Press releases and dissemination material list

Appendix D present the foreseen dissemination materials.

Material	Event	Channels of publication and country	Date
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Press release	Kick-off meeting	Email Project website	July 2022 (M1)
Video	N/A	Not released yet	M12
Poster	N/A	Not released yet	M8
Leaflet	N/A	Not released yet	M8
Roll up	N/A	Not released yet	M8

Appendix E – Events list

Appendix E presents a list of external events where the consortium’s members have participated or will participate and a list of the events organized by members of the consortium.

Event	Date	Location	Activities performed	Partners involved	People involved
Transport Research Arena	14-18 April 2023	Dublin, Ireland	Conference	TBD	Policymakers, industry, scientific community, general public
Advanced Battery Power 2023	27-28 April 2023	Aachen, Germany	Conference	TBD	Policymakers, industry, scientific community, general public
World Energy Storage Exhibition & Forum	10-11 May 2023	Rotterdam, The Netherlands	Exhibition and forum	TBD	Policymakers, industry, scientific community, general public
The Battery Show Europe 2023	23-25 May 2023	Stuttgart, Germany	Conference	TBD	Policymakers, industry, scientific community, general public
Electric Energy Storage Conference (EES Europe)	14-16 June 2023	Munich, Germany	Conference	TBD	Policymakers, industry, scientific community, general public
European Sustainable Energy Week (EUSEW)	20-22 June 2023	Brussels, Belgium	Policy Conference	TBD	Policymakers, industry, scientific community, general public
International Conference on Lithium Battery Technology	10-11 August 2023	Venice, Italy	Conference	TBD	Academic and scientific community

and Applications					
244th Electrochemical Society Meeting (ECS)	08-12 October 2023	Gothenburg, Sweden	Conference	TBD	Policymakers, industry, scientific community, general public
Energy Storage Global Conference	10-12 October 2023	Brussels, Belgium	Policy Conference	TBD	Policymakers, industry, scientific community, general public
Enlit Europe	28-30 November 2023	Paris, France	Policy Conference	TBD	Policymakers, industry, scientific community, general public
Battery Innovation Days	TBD	TBD		TBD	

Table 4: Events (including online) where PSIONIC could be involved or be presented by Consortium Partners

Event	Date	Location	Activities performed	Partners involved	People reached
Kick-off meeting	12-13 July 2022	Paris, France	Presentation of project activities	Consortium	Consortium

Table 5: Events organised by the Consortium

Appendix F – Scientific articles and publication list

Article/Publication	Journal	Partners involved

Table 6: List of scientific articles and publications

Appendix G – List of Public Deliverables

Deliverable N° and WP	Lead Participant	Type	Title
D1.3/WP1	POLITO	R	Promising direction from the literature
D1.4/WP1	BS	R	Cell development and future directions – lessons learned from PSIONIC
D3.6/WP3	WWU	R	Anode less concept

D4.5/WP4	BS	R	Final BMS for polymer batteries module from consumers' perspective
D5.3/WP5	CNRS	R	Second life of all-solid-state polymer battery
D5.4/WP5	ACCU	R	Final report on recovery and recycling technology of PSIONIC battery
D6.1/WP6	CL	R	Report on project identity and website
D6.2/WP6	CL	R	First Communication and Dissemination Plan
D6.4/WP6	CL	R	Mid-term Communication and Dissemination Plan
D6.6/WP6	CL	R	Final Dissemination Report
D6.7/WP6	CL	R	Collection of newsletters and dissemination activities
D7.1/WP7	CL	R	Project method and activity plan
D7.2/WP7	BS	DMP	Data management plan prepared and maintained
D7.3/WP7	BS	R	First year risk management plan
D7.4/WP7	BS	R	Final risk management report
D7.5/WP7	BS	ETHICS	Ethics assessment report

Table 7: List of public deliverables



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