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**HORIZON EUROPE PROGRAMME – TOPIC HORIZON-CL5-2022-D2-01-06**  
*Embedding smart functionalities into battery cells (embedding sensing and self-healing functionalities to monitor and self-repair battery cells)*  
*(Batteries Partnership)*



**PHOENIX**

*Building more reliable and performant batteries by embedding sensors and self-healing functionalities to detect degradation and repair damage via advanced Battery Management System*

*Grant Agreement No. 101103702*  
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**Deliverable D8.1**  
**Communication, Dissemination**  
**Strategy and Plan (a)**

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## LIST OF PARTNERS

N.	Logo	Name	Short Name	Country
1		VRIJE UNIVERSITEIT BRUSSEL	VUB	Belgium
2		FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV	FhG	Germany
3		DEUTSCHES ZENTRUM FÜR LUFT- UND RAUMFAHRT	DLR	Germany
4		ENWAIR ENERJI TEKNOLOJILERI ANONIMSIRKETI	ENW	Turkey
5		DEEP BLUE SRL	DBL	Italy
6		FUNDACION CIDETEC	CID	Spain
7		LECLANCHÉ GMBH	LEC	Germany
8		ACCUREC-RECYCLING GMBH	ACC	Germany
9		CSEM CENTRE SUISSE D'ÉLECTRONIQUE ET DE MICROTECHNIQUE SA - RECHERCHE ET DEVELOPPEMENT	CSEM	Switzerland



## ABBREVIATIONS

Acronym	Description
AB	Advisory Board
BMS	Battery Management System
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
KIP	Key Indicator Pathways
KPI	Key Performance Indicator
R&I	Research and Innovation
WP	Work Package
W3C	World wide web consortium



## EXECUTIVE SUMMARY

Communication and dissemination constitute the transversal outreach activities of the PHOENIX project. To maximise the uptake of scientific results generated by the project, different stakeholder groups are identified, and communication is tailored to fit each group in terms of channels, content and style.

This document presents the Communication and Dissemination Plan and Strategy developed to promote the project, raise awareness on the research topic and increase the visibility of its outcomes. The document illustrates the dissemination goals, the overall dissemination approach and identifies the dissemination actions planned for the project duration; it is designed to be a practical framework for day-to-day communications activities, and it will be updated in accordance with the evolution of the project.

The document is divided into 4 sections.

After an introduction of the project and an illustration of the high-level goals of the project and the main action lines, the section 1 is dedicated to the role of communication and dissemination in the PHOENIX project and the description of the overall communication and dissemination strategy.

Section 2 presents the products and actions, divided into: promotional materials, products, online and in person communication activities, and all dissemination activities more focused on promoting project results.

Section 3 presents how the project intends to monitor and measure the success of the communication and dissemination activities and keep track of their impact.

In Section 4 a preliminary editorial plan is presented. This section also shows the monitoring and evaluation system designed for PHOENIX with the goal to keep track of project achievements contributing towards the Key Impact Pathways.





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## PROJECT OVERVIEW

The high demand for batteries in electric mobility, grid energy storage, and consumer electronics is projected to increase tenfold in the next decade. However, for sustainable and European batteries to be developed and utilised, certain improvements are necessary. That is the goal of the PHOENIX project: develop smart batteries that meet the evolving needs of the future generations. These advancements include:

- **longer cycle life.** Batteries can withstand prolonged usage and provide reliable performance over an extended period.
- **effective detection and prevention of degradation.** By implementing advanced monitoring and management systems, the project seeks to maximize the lifespan and performance of batteries, reducing the need for frequent replacements.
- **recyclability feasibility.** By incorporating sustainable materials and designing batteries with recycling in mind, the project aims to minimize the environmental impact associated with battery production and disposal.
- **reduced cost.** The project aims to make sustainable and European batteries more cost-effective, enabling their widespread adoption across various industries.

European batteries should prioritise safety, durability, and environmental friendliness by incorporating smart functionalities like sensor integration and self-healing capabilities. To achieve this, the next generation of batteries must integrate these functionalities into the Battery Management System (BMS), which will be responsible for triggering the required features. The PHOENIX project seeks to explore a range of possibilities in self-healing, sensing, and triggering. Sensors and self-healing properties will be prototyped and demonstrated in Generation 3b and 4a Li-Ion batteries as part of this initiative.

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## 1. COMMUNICATION AND DISSEMINATION OVERVIEW AND STRATEGY

Dissemination and communication activities represent a key part of the project. These activities are to convey information about the project, to promote the achievements to all the potential interested parties, to raise awareness across multiple communication channels, ensuring publication and promotion towards different stakeholders to achieve the largest possible impact of PHOENIX results.

### 1.1 Dissemination and communication scope

The communication and dissemination strategy focuses on highlighting key aspects and benefits of PHOENIX's new technologies, targeting specific stakeholders, and emphasising the project's objectives.

The communication strategy will concentrate on different areas, such as:

- a. **Technology advancements:** emphasise the innovative features and capabilities of smart batteries, highlighting how these advancements address the challenges faced by traditional batteries and contribute to more sustainable and reliable energy storage solutions.
- b. **Environmental sustainability:** emphasise the project's commitment to environmental sustainability by promoting the recyclability feasibility and reduced environmental impact of smart batteries.
- c. **Market potential and economic benefits:** highlight the market potential and economic advantages of smart batteries. Showcase how the increasing demand for energy storage in various industries, including electric mobility and grid energy storage, presents significant opportunities for economic growth and job creation.
- d. **Regulatory and policy support:** highlight the project's alignment with existing regulatory frameworks and policies related to energy storage, renewable energy, and sustainability, emphasising how the project contributes to achieving European energy targets.
- e. **End-user benefits:** focus on the benefits that smart batteries bring to end-users, such as improved energy efficiency, longer lifespan, safety and cost savings.
- f. **Public awareness and education:** develop informative and engaging content to raise public awareness about the importance of smart batteries and their role in the transition to a sustainable energy future. Educate the public about the benefits, applications, and potential of smart batteries, promoting a wider understanding and acceptance of the new technologies in terms of battery manufacturing.



By focusing on these key areas, the communication strategy can effectively promote the project's objectives, engage stakeholders, and create awareness about the benefits and potential of smart batteries in the energy storage landscape.

Work Package 8 (WP8) is entirely dedicated to communication, dissemination, and exploitation tasks: a series of specific strategies and plans, which are closely aligned with the different phases of the project, with the final aim of bringing EU-funded research and its results to the attention of multiple audiences.

The communication and dissemination task spans the whole project duration (48 months), consistently communicating the project's progress and results, and engaging and involving all the categories of target audiences identified at the early stages of the project.

The PHOENIX communication and dissemination activities are designed to match the messages to be communicated with the right target audience, with the end goal of achieving awareness across a multi-layered community. To do so, the Communication and Dissemination plan is based on five pillars, each one detailed in this document:

1. **Define the key messages and the goals of communication and dissemination:** identify the desired outcomes and the ways to achieve them. See section 0
2. **Identify the different stakeholders:** find key targets interested in the project's outcomes and central for the success of it. See section 1.3.
3. **Tailor the information:** personalise the communication messages based on the interests and needs of the stakeholders. Depending on the characteristics of the target audience, the message may vary in term of content, style and information support. See section 1.4.
4. **Identify, plan, and perform the communication and coordination activities:** build a clear and coherent strategy for the project communication that takes into account the goals, the target and the specific communication for each type of audience; the strategy will help the consortium in reaching the dissemination goals and ensuring continuity and consistency in the communication activities. See section 0.
5. **Measure the impact of communication and dissemination:** identify a set of indicators (KPIs) to keep track of the dissemination activities performed by the project and to monitor the progress of the dissemination. These indicators will help to determine if the dissemination strategy is achieving the expected results. See section 0.



## 1.2 Communication and dissemination goals

The PHOENIX project aims to address the increasing demand for batteries by developing sustainable and European solutions. By focusing on key areas, the project wants to contribute to the advancement of battery technology and support the transition towards a more sustainable future.

The different measures aim to:

1. **Give visibility to the project and its network of experts** to enhance partners reputation and help gain the understanding and support from the scientific community, policymakers, and society at large.
2. **Attract potential end-users of the project results**, including industries and battery technology providers, researchers, experts, etc.
3. **Ensure knowledge sharing and uptake of results** with relevant stakeholders in the energy and storage domains, including the BATTERY 2030+ large scale initiative on Future Battery Technologies, the B2030 CSA2 and other battery projects.
4. **Ensure adoption of research outputs, solutions and policy recommendations** and uptake of the results by decision makers, community of consumers and the scientific community.
5. **Spread knowledge and raise awareness** by making the project results openly available and searchable under FAIR conditions.

The project adopts a scientific approach, leveraging a consortium of diverse partners to handle the technical aspects. The key role of WP8 is to find the strategic ways to process the scientific and technical results into comprehensible and easy to elaborate information for the wider stakeholder's community, communicate the milestones and the outcomes to ensure their uptake (dissemination) and impact on the long term.

Depending on the phase of the project and on the stakeholders expected involvement, the communication and dissemination activities' aim is to reach:

- **Awareness** of PHOENIX activities, providing all the information about the project, promoting its achievements to all interested parties.
- **Understanding**, by transferring key messages to specific stakeholders and enhancing their comprehension of PHOENIX's outcomes.
- **Engagement**, by promoting effective materials and information that will facilitate the interaction with the scientific and other relevant stakeholders' communities.



### 1.3 Target audience

The communication of PHOENIX objectives and results to a specific community of users is crucial for several reasons:

1. **Awareness and understanding:** an effective communication ensures that the targeted community of users is aware of the PHOENIX project, its objectives and results.
2. **Relevance and engagement:** tailoring the communication to the specific community of users helps establish the relevance of the project to their needs and interests. It enables users to see how the project aligns with their requirements and encourages their active engagement and participation.
3. **Collaboration and partnerships:** effective targeted communication can foster collaboration and partnerships with the community of users. It allows for the identification of potential synergies, shared objectives, and opportunities for collaboration, which can enhance the project's outcomes and impact.
4. **Adoption and implementation:** clear communication of the project's results and benefits increases the likelihood of user adoption and implementation. By showcasing the value and relevance of the project's outcomes, it encourages users to integrate and utilize them in their own processes, products, or services.
5. **Knowledge transfer and dissemination:** effective communication ensures that the knowledge generated through the PHOENIX project is disseminated to the targeted community of users. This facilitates the transfer of valuable insights, best practices, and innovations, contributing to the advancement of the specific field or industry.

As previously stated, strategic communication relies on the clarification of targets, audience, and message before deciding on which media the message could be transmitted. The PHOENIX communication and dissemination plan is designed to match the messages to be communicated with the target audience and the means used, with the end goal of achieving awareness across a multi-layered community. This is fundamental to tailor the communication and increase the possibility of reaching the desired goals.

PHOENIX will target a variety of stakeholders able to uptake the solutions and outputs developed in the project. They have been categorised under four main clusters:

1. **Institutions, decision makers, and policy makers:** at European and national level. The project establishes dedicated communication channels and products to communicate information and ideas early and often. This ensures that policymakers are aware and informed about the adopted methodologies and results, gaining their full endorsement regarding innovative regulations.
2. **Research and innovation communities:** Universities, EU RTD projects, BATTERY 2030+ large scale initiative, associations, academia and research organisations,



educational institutions. The project establishes an Advisory Board to ensure the scientific soundness of the proposed solutions methodologies.

3. **Member of the main industry representatives** engaged in the development, marketability and sale of environmentally friendly and digital battery manufacturing for better, cheaper, cleaner and safer battery cells.
4. **Citizens and general public**, potential consumers of final products using more sustainable batteries.

The wide range of different audiences outlined above will likely require different communication and dissemination strategies, using different styles, languages, content types and levels of detail for each specific cluster.

### **1.4 Communication and dissemination approach**

The PHOENIX communication and dissemination strategy is planned and will be carried out as a long-term activity to allow the community of reference to mature their knowledge along with the evolution of the project. A key role in the dissemination strategy is played by the **project's graphic identity**: each PHOENIX's communication activity must be clearly recognisable and easily associated to the project itself. The Consortium designed a dissemination pack for internal and external communication containing the project's logotype (a text-based logo), deliverables, presentations, and posters templates.

The main steps considered in the PHOENIX communication and dissemination strategy concern:

- The analysis of the needs and interests of the main clusters of stakeholders presented in the section below, and the identification of the reactions intended to be achieved through the project communication.
- The definition of the content to promote related to the findings of the project. The content of the communication and dissemination will evolve during the project: in the initial phases of the project, the focus will be on the project promotion through informative means such as the social media pages and the website (communication); while the communication of technical results will be supported by more specialised means, such as scientific articles, presentation at conferences, workshops, and seminars (dissemination).
- The implementation of dissemination activities based on the status of the project and target audience, the evaluation of the project and the necessities of the moment.



### **1.5 Interaction with other tasks**

The interaction with other tasks and work packages for dissemination actions and strategy will adhere to the guidelines outlined in the Data Management Plan deliverables (D1.2 and D1.3). This ensures that the dissemination efforts align with the project's overall data management and sharing principles, facilitating effective communication and knowledge transfer throughout the project. By following the DMP guidelines, the dissemination activities can be organized and coordinated in a structured manner, maximizing their impact and promoting widespread awareness and engagement with the project's outcomes.



## 2. COMMUNICATION AND DISSEMINATION MEANS AND ACTIVITIES

The communication of the PHOENIX project will be a collaborative activity managed by Deep Blue and supported by the whole Consortium, to ensure an effective diffusion of information. Project partners will help identify the different target audiences and domain-specific channels in their countries. Tailored messages will enhance the level of engagement, depending on the type of the target audience. Moreover, all listed communication means can be easily updated throughout the duration of the project, and the contents and tone of messages can be adapted when needed and additional communication goals to the specific activity could be implemented if necessary. The communication and networking actions are divided into:

- **Communication means:** brochures, flyers, newsletters, press releases, videos, and all multimedia products that can be easily sent, printed or digitally exchanged. All these materials will also be uploaded as digital resources on the project website and can be downloaded for free.
- **Dissemination means:** scientific papers, policy briefs, white papers, reports, and all other means that are specifically developed to promote project results either digitally or during workshops, conferences and events.
- **Communication and dissemination channels:** all the available web channels such as website, social networks and other online platforms or tools for official communication and dissemination (e.g., newsletter, survey tools, scientific articles platforms, video hosting platforms).
- **Communication and dissemination activities:** live events, workshops, conferences organised by the project or by consortium members promoting the project objectives and results.

### 2.1 Branded graphic identity and project multimedia tools

Distribution of branded multimedia products will be crucial for the project identity and recognisability. They will be distributed during organised presentations, public events, forums, and conferences, to reinforce the project messages with visual representation as well. At the same time, these products will be accessible on the website, ensuring shareability and readability to the largest audience possible.

#### 2.1.1 Communication and dissemination pack

The dissemination pack is composed of a set of products associated with the project image: the logo, the style guide and the document templates. It is developed to ensure consistency to the project communication. It will be a practical framework shared with all PHOENIX consortium and updated throughout the project duration.



1. The project logo
2. The style guide
3. The graphic templates

Initially, the logo was crafted to provide a conceptual depiction of the project, aligning with its objectives while ensuring aesthetic appeal. During the inaugural project kick-off meeting, three logo variations were unveiled, allowing partners to offer feedback, suggestions, and ultimately select their preferred design. Following the selection process, the chosen design underwent colour adaptation to align with the palette of the BATTERY2030+ initiative. This approach ensures that projects within the initiative maintain a cohesive and easily recognisable visual identity.



**Figure 1 - PHOENIX logo**

The final version of the logo was consolidated in September 2023 (M5). The chosen logo aims to combine the representation of a battery and a phoenix, which gives the project its name. The fading colours indicate the various stages of battery charging; soft and curved lines are employed to depict the profile of a stylised phoenix. This design conveys a sense of rebirth and recharge, which lies at the core of the project.

We adhered to the BATTERY2030+ style guide (see Annex 0), which includes the colour palette, fonts, and all the necessary graphic settings for dissemination products. Once the overall visual identity has been defined, it was applied to document templates (see Annex 0). Working templates are crucial to reinforce the common language used by the project and they are easily adapted to the needs of the consortium partners. Templates for deliverables, presentations, and posters have been provided, together with the visual identity materials that will be used among the whole project duration. The dissemination pack includes:

- the logo in .png and vector format
- the font styles
- the style guide
- the A4 vertical word template for deliverables
- the A4 vertical word template for project meeting's agenda
- the A4 vertical word template for project meetings' minutes
- the power point presentation template



All templates have been uploaded on the project SharePoint for all partners to use and they will be updated, according to the versioning YYYY-MM-DD\_PHOENIX\_[Name of document]vX.X

### **2.1.2 Brochures and flyers**

To facilitate communication and dissemination during public events, PHOENIX will produce printed flyers and brochures as outreach materials. These materials will serve to present the project's goals, outcomes, and findings. The structure of the brochures will be tailored to the specific type of conference and communication objective, allowing for flexibility in content and style. The textual content of the brochures will be determined in advance through collaboration with the partner attending the conference. Furthermore, to ensure accessibility and timeliness, the brochures and flyers will be regularly updated and made available for download on the project's website.

### **2.1.3 Roll-up and posters**

PHOENIX will design a roll-up and a project poster to provide more extensive and detailed information. Building upon the content used in the brochures, these materials will aim to inform and engage a wider audience. The project poster will feature QR codes that link to additional online resources, including the website, videos, and other relevant information. The roll-up and posters will be professionally printed and prominently displayed during public project events, conferences, and in person workshops. They will serve as visual aids to enhance the project's visibility and facilitate access to supplementary materials for interested individuals.

### **2.1.4 Presentations**

To effectively engage audiences during conferences, workshops, events, and internal meetings, PHOENIX will prepare well-structured presentations, according to the visual identity of the project. The presentations intended for external events will focus on graphical elements rather than excessive textual information to captivate the target audience. They will prominently feature essential project references, including links to the project website, social media pages, and contact information. These public presentations will be stored in dedicated open access repositories and made publicly accessible on the website for free download.

All project partners will contribute to creating and organising the presentation contents, with support from Deep Blue, which will provide guidelines and suggestions for maintaining a cohesive visual identity.



### **2.1.5 Videos**

A project video will be delivered to disseminate the project objectives, results, and outcomes around M45 (February 2027). Videos are well-suited to deliver information in a very effective and immediate way and are often considered one of the best options to raise awareness.

PHOENIX will produce a project video either in motion graphics or using recorded materials to showcase its goals and how they have been achieved. This video will represent the conclusion of the entire project, a summary of PHOENIX's overall activities.

Deep Blue's YouTube channel will be used to publish the video, distributed through various channels (e.g., social networks, project and partners' websites) and, whenever possible, displayed during public events or conferences.

## **2.2 Communication means and activities**

### **2.2.1 Website and news**

The PHOENIX website provides a comprehensive overview of project objectives, planned activities and results. It also introduces the consortium, offers references to linked projects and activities within the BATTERY 2030+ framework and provides an overview of news, articles, and tools. The website will be regularly updated and will represent the main communication and dissemination activity channel: news, advancements, events, upcoming workshops, and any other announcement will be issued via its news section. It will also serve as a repository of relevant documents, public deliverables, posters, and open access scientific publications. The project partners will support this task by sharing updates about publications, participation in conferences or new project results. The interested visitors will be able to easily read through the content, download resources and get engaged via the newsletter form or social media links.

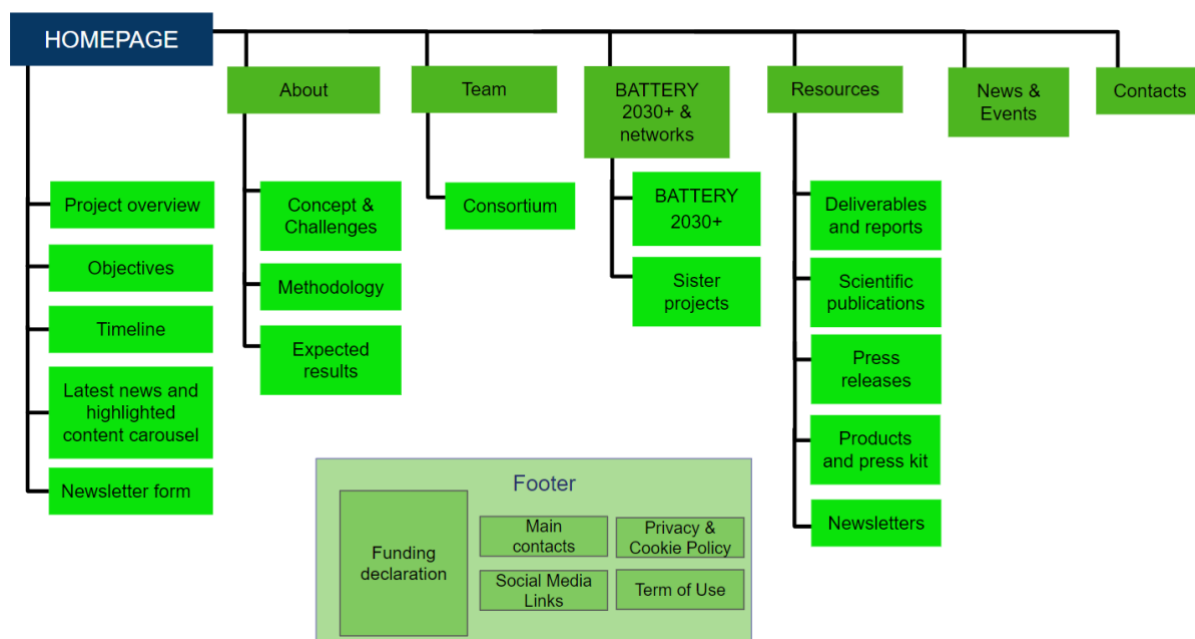
Deep Blue is responsible for the design, realisation, maintenance, and update of both the website and the social network profiles. Both the structure and the external appearance of the website are developed considering the highest usability standards, ensuring a clear and easy navigation for all kinds of users and from all devices thanks to responsive design. The website structure and contents can be summarised as follows:

- Homepage:
  - Project overview
  - Objectives
  - Timeline



- Latest news and highlighted content carousel
  - Newsletter form
- About:
  - Concept and challenges – the main challenges of the project
  - Concept image
  - Methodology
  - Expected results
- Team:
  - Consortium members
- Battery 2030+ & networks:
  - Battery 2030+
  - Sister projects
- Resources – the online repository where products and digital media will be collected for download
  - Deliverables and reports
  - Scientific publications
  - Press releases
  - Products and press kit
  - Newsletters
- News and Events – the section containing all the latest news about the project and incoming events, both as participants and as organisers (news, articles, events, workshops)
- Contacts – main project’s contacts
- Standard pages





**Figure 2 - PHOENIX website architecture**

In Figure 2 above a graphical representation of the desired website structure is depicted, showcasing the division of pages and sections.

To ensure a secure, reliable, and dynamic website, a professional hosting service with a database service (MySQL) and backup features has been chosen. The website has been developed using the WordPress ([www.wordpress.org](http://www.wordpress.org)) Content Management System (CMS), known for its reliability, extensive documentation support, and flexibility. Search Engine Optimisation (SEO) functionalities have been enabled to enhance the website's visibility on major search engines.

Matomo Analytics tools ([www.matomo.org/](http://www.matomo.org/)) will be used to monitor website usage, providing valuable statistical information on visitors, traffic sources, and popular content. This data will help identify potential issues, improve efficiency, and evaluate the website's impact and effectiveness.

To comply with the GDPR General Regulation (EU) 2016/679 of the European Parliament, the website will adhere to well-known and secure services such as Iubenda ([www.iubenda.com](http://www.iubenda.com)), with Deep Blue acting as the data controller. Only necessary personal data voluntarily provided by users or collected automatically, such as cookies and navigation flows, will be collected.



### 2.2.2 Social networks

To disseminate the project outcomes effectively, the consortium has opted to use popular social media platforms, including LinkedIn, Twitter, and YouTube. These channels facilitate discussions and engagement around the project topics, involving both the interested and key public, as well as a broader audience.

Periodic evaluations will be conducted to assess the effectiveness of these dissemination channels and to monitor the achievement of the Key Performance Indicators (KPI). This evaluation process will enable a comprehensive understanding of the communication strategies, allowing the consortium to identify what is working well and what may require adjustment or improvement, in order to keep risks under control. By monitoring and analysing the impact of the communication efforts, the consortium can refine their approach and optimize the dissemination of the project outcomes.

The three social media were chosen with different aims:

- LinkedIn, as a professional social network, attracts a group of interested professionals, stakeholders, policy makers and end-users that can exchange information and discuss about the project and its findings and new technologies. The information shared via LinkedIn will be as informative as possible: thanks to the longer format that the platform allows, it will be possible to discuss certain topics more extensively and create discussion in the comments section;

LINKEDIN access link: <https://www.linkedin.com/company/phoenix-smart-batteries/>

- Twitter supports short and focused communication, so it will be used to promote news about the project (e.g., participation to events, deliverables released, etc...), relevant information and to interact with key actors for the project and sister projects news, giving the possibility to retweet their status in case it is strategic for PHOENIX;

TWITTER access link: <https://twitter.com/PhoenixSmartBat>

- YouTube is a platform for publishing videos, enjoying them easily and free of charge. Deep Blue's account will be used to publish PHOENIX's project video. A new account dedicated to PHOENIX hasn't been opened because the project will publish solely a final video, so it wouldn't have been the most strategic option.

Deep Blue YouTube access link: <https://www.youtube.com/channel/UCaeQRA-jZQAIp9Nf7CuJ56Q>

As the channels strongly differ from each other, they must be used in different ways. To ensure a successful communication, the project's tone of voice should be slightly technical



and friendly. The attitude must be plain but still authoritative, and informative. Using a clear and concise language to explain technical concepts and ideas, will make the message more agile to take in. Scientific content will be analysed and transformed into communicable content to be widely spread to the policy makers and relevant stakeholders and communities. Below, respectively in Table 1 partners' official social media handles are listed and in Table 2, the official hashtags recognized as the most effective for promoting the project online are provided.

**Table 1 - Partners social media handles**

Partners social media handles	LinkedIn	Twitter
VUB VUB – MOBI GROUP	@Vrije Universiteit Brussel @mobivub	@VUBrussel @MOBI_VUB
FhG	Fraunhofer Institute for Silicate Research ISC	@Fraunhofer_ISC
DLR	@DLR Institute of Materials Research @German Aerospace Center (DLR)	@dlr
DBL	@Deep Blue	@dblue_it
ENW	@Enwair	@Enwair
CID	@Cidetec	@CIDETEC_
LEC	@Leclanché SA	@Leclanche_SA
ACC	@ACCUREC-Recycling GmbH	N/A
CSEM	@CSEM	@CSEMInfo

**Table 2 - List of official project hashtags**

#Battery
#BATTERY2030+
#BatteriesOfTheFuture
#BatteryManagementSystem
#BatteryStorage
#BMS
#ClimateChange
#Decarbonisation
#Energy



#EnergyStorage
#EnergyTransition
#Environment
#HorizonEU
#HorizonEurope
#Innovation
#PhoenixProject
#Research
#SelfHealing
#Sensing
#SmartBatteries
#Sustainability
#SustainableBatteries
#Trigger

### 2.2.3 Newsletter

A bi-annual project e-newsletter will be sent to partners, key stakeholders, specific audiences and interested contacts who have subscribed to the form on the website. The newsletter’s aim is to keep the audience interested and informed about activities and results, public deliverables presentation, project progression, publications, with insights, useful links, and interesting readings.

For the delivery and management of contacts - including their privacy in compliance with the GDPR regulation (EU 2016/679) - a MailerLite account will be opened. MailerLite ([www.mailerlite.com](http://www.mailerlite.com)) is a reliable and secure tool which guarantees transparent opt-in/opt-out choices to subscribers and supports a simple customizable design and effective delivery. To boost the number of subscribers, a link to a subscription form will be available on the project’s website homepage. Contacts will also be collected during webinars, events and workshops, prior consent.



### 2.2.4 Press releases

Press releases serve as official statements targeted to members of the traditional news media to announce newsworthy content or results intended for promotion. A press release is a concise and captivating news story designed to capture the interest of journalists or publications. During the duration of PHOENIX, two (2) official press releases will be launched. The first will be issued at the early stage of the project (M1-12), aiming to announce the project's concept, its goals, and distinctive features. This initial release aims to generate visibility and attract followers. The second press release will be published at the project's conclusion (M25-36), summarising PHOENIX's achievements in the field of smart batteries and new green technologies. Whenever feasible, press releases will be translated into the national languages with support from the consortium partners and distributed to press agencies in their respective countries, ensuring broader circulation of the information. All partners will be requested to share potential press contacts within their respective domains, networks, and geographic areas. The press releases will be disseminated online, in both English and the partners' local languages, to reach a wide range of audiences. This strategy aims to engage the largest possible number of individuals and maximise the project's impact. Moreover, all partners will be invited to produce and distribute additional press releases focused on achievements that could give visibility both to the project and to involved partners.

### 2.2.5 Internal communication

The internal communication strategy will focus on raising interaction and knowledge transfer between partners and ensure the success of the project. All partners will interact regularly, and periodic updates will be provided during planned General Assemblies and Executive Board meetings; additional meetings will be organised when needed by the WP leaders to ensure fruitful and open exchange within the whole Consortium.

Furthermore, the project will make use of several project management tools to maximise the effectiveness of internal communication and collaboration between partners, such as:

- The SharePoint document management system that will be used as shared file repository for the whole consortium.
- SMTP mail exchange to help partners maintain effective collaboration, streamline information sharing, and foster a productive working relationship.
- A set of appropriate project mailing lists that facilitate the communication and the exchange of information:
  - [ga@phoenix-smartbatteries.eu](mailto:ga@phoenix-smartbatteries.eu) (General Assembly: all the main contacts of each partner)
  - [admin@phoenix-smartbatteries.eu](mailto:admin@phoenix-smartbatteries.eu) (all admin and finances contacts)



- [eb@phoenix-smartbatteries.eu](mailto:eb@phoenix-smartbatteries.eu) (Executive Board group contacts)
- [consortium@phoenix-smartbatteries.eu](mailto:consortium@phoenix-smartbatteries.eu) (full consortium contacts)
- Teleconferences and video conferences systems for periodic update meetings.

Efficiency, timeliness, and ease of interaction are the main objectives of this activity: any issues and inconveniences will be promptly addressed and solved to ensure continuity. The dissemination means and activities described in this section aim to enhance the outreach of project results and make scientific results a common good and maximise the project impact.

### **2.3 Dissemination activities**

The dissemination means and activities described in this section aim to enhance the outreach of project results and make scientific results a common good and maximise the project impact.

#### **2.3.1 Dissemination towards the Advisory Board**

Active contribution and participation from a large set of stakeholders are key aspects for the achievement of PHOENIX's objectives. The consortium including partners and associated partners will be supported by an effective and meaningful Advisory Board. Ad-hoc meetings, consultations, and workshops (at least 3) will be organised as in person or online meetings in order to collect members opinions and feedback, in collaboration with the scientific team and work package leaders. The Advisory Board set up and management is described in the PHOENIX . D1.1 Project implementation plan.

#### **2.3.2 Coordination and networking with other EU funded action**

To ensure its success and visibility, the PHOENIX project needs to collaborate and create synergies with other projects and initiatives in the Horizon Europe Programme framework. Collaborating with projects that have similar goals or are in the same field of research can be significant to its success. Sharing results and networking can help the project's growth, contribute to the research of sister projects in the field, create real synergies and explore the possibility of coordinating the dissemination activity or better organising the research. In the Table 3 below, the two sister projects of PHOENIX are presented: HEALING BAT and SALAMANDER.



**Table 3 - List of R&I PHOENIX sister projects**

<p>HEALING BAT. Advanced sensing, monitoring and self-HEALING mechanisms to self-repair BATteries</p>	<p><a href="https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/999999999/project/101104006/program/43108390/details">https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/999999999/project/101104006/program/43108390/details</a></p>
<p>SALAMANDER. Smart sensors and self-healing functionalities embedded for battery longevity with manufacturability and economical recyclability</p>	<p><a href="https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/999999999/project/101104028/program/43108390/details">https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/999999999/project/101104028/program/43108390/details</a></p>

In Table 4 below, a preliminary list of potentially interesting research and innovation projects has been compiled and will be monitored during the project lifetime:

**Table 4 - List of R&I projects monitored by PHOENIX**

<p>BAT4EVER. Autonomous Polymer based Self-Healing Components for high performant LIBs</p>	<p><a href="https://bat4ever.de/WordPress/">https://bat4ever.de/WordPress/</a></p>
<p>BIG MAP. Battery Interface Genome – Material Acceleration Platform</p>	<p><a href="https://www.big-map.eu/big-map">https://www.big-map.eu/big-map</a></p>
<p>ECO2LIB. Ecologically and Economically viable Production and Recycling of Lithium-Ion Batteries</p>	<p><a href="https://www.eco2lib.eu/">https://www.eco2lib.eu/</a></p>
<p>HIDDEN. Hindering dendrite growth in lithium metal batteries</p>	<p><a href="https://hidden-project.eu/">https://hidden-project.eu/</a></p>
<p>IMAGE. Innovative Manufacturing Routes for Next-Generation Batteries in Europe</p>	<p><a href="https://www.h2020-image.com/">https://www.h2020-image.com/</a></p>
<p>INSTABAT. Innovative physical/virtual sensor platform for battery cell</p>	<p><a href="https://www.instabat.eu/contact-details-instabat-project/">https://www.instabat.eu/contact-details-instabat-project/</a></p>
<p>SENSIBAT. Cell-integrated SENSIng functionalities for smart BATtery systems with improved performance and safety</p>	<p><a href="https://sensibat-project.eu/">https://sensibat-project.eu/</a></p>
<p>SOLiD</p>	<p><a href="https://thesolidproject.eu/">https://thesolidproject.eu/</a></p>



SPARTACUS. Spatially resolved acoustic, mechanical and ultrasonic sensing for smart batteries

<https://www.spartacus-battery.eu/>

### 2.3.3 Dissemination towards the European Commission

Institutional EU websites will be used to promote the project results at a European level to policy makers, researchers, and experts. The Consortium plans to appear on the following channels:

- Horizon Magazine: the EU research and Innovation Magazine spreading the latest news and features about science and innovative research projects funded by the EU.
- Research and Innovation Success Stories: a collection of the most recent success stories from EU-funded Research & Innovation.
- CORDIS: Multilingual articles and publications that highlight research results, based on an open repository of EU project information.
- BATTERY 2030+ newsletter
- CINEA: official contact points and channels will receive updates from the project, whenever contents will be relevant to the DG ENERGY Network and its broad research and policy makers community of followers.

### 2.3.4 Coordination and networking with BATTERY 2030+ initiative

BATTERY 2030+ is a Coordinated Supporting Action, connecting major research centres and universities in Europe. Its ambitious vision is to reimagine the way we design batteries of the future, by fostering an innovative and collaborative community among researchers and industry leaders.

With the vision of inventing the sustainable batteries of the future, the BATTERY 2030+ initiative will provide European industry with disruptive technologies and a competitive edge throughout the entire battery value chain and enable Europe to reach the goals of a climate-neutral society envisaged in the European Green Deal.

The BATTERY 2030+ large-scale research initiative is creating a generic toolbox for transforming the way we develop and design batteries in Europe. It is part of the EUR 272 million support from the European Commission to enhance and accelerate battery research and production. Under the umbrella of BATTERY 2030+, research projects from three different areas are currently being launched:



- Development of a European infrastructure platform to combine large-scale calculations and experimental studies to map the complex reactions that take place in a battery.
- Development and integration of sensors that monitor and report the condition of the battery in real-time.
- Development of regenerative components that extend battery life and improve safety.

In this framework, PHOENIX will foster synergy with the BATTERY 2030+ initiative through the following activities:

- a. Participation in conferences and events attended through BATTERY 2030+.
- b. Publications between different partners in BATTERY 2030+ research initiative.
- c. Potential new collaborations stimulated through BATTERY 2030+.
- d. Potential contribution to BATTERY 2030+ newsletter.
- e. Participation in BATTERY2030+ Working Groups/Workshops.

Through the collaboration in the BATTERY 2030+ large-scale initiative PHOENIX will support the creation of educational and outreach programmes to attract the talents and skilled workforce necessary to invent the batteries of the future and to contribute to making Europe a world-leading repository of knowledge in the battery field.

### 2.3.5 Project events, workshops, and webinars

Public events and workshops are effective means for involving stakeholders and end-users in an effective and successful communication campaign. Feedback from these sessions will be used to improve PHOENIX research and approach.

- **3 (three) workshops with EU-wide stakeholders** (M30-M48) will be organised or attended by the project to disseminate the project outcomes. Each event will be held in a different country, and it will include collaboration with projects part of the same topic.
- **3 (three) public webinars** (M36 – M48) will be organised by technical partners to summarise their main results to raise awareness and get endorsement. They will ensure adoption of research outputs, solutions, and policy recommendations, as well as knowledge spreading and awareness raising.
- **3 (three) validation workshop with the Advisory Board** (around M12, M30, M48) will be organised to assess project results, provide useful feedback, and steer future work and activities. Deep Blue will lead the task regarding the creation and the management of the Advisory Board group and will design the workshops and support their execution.



- **3 (three) exploitation workshops with potential end-users and clients** will be organised to allow partners to share their exploitation vision, to identify the exploitable results and agree on a common exploitation strategy and definition of IPR. These workshops will be organised by LEC as task leader with the support of Deep Blue and will involve relevant external stakeholders in the exploitation through tailored activities such as surveys and interviews.
- **A launch event** (between M3 and M6) will be organised to disseminate the project outcomes and attract potential users. It will be held in cooperation with other project running under the same topic to attract key potential stakeholders.
- **A final public event** at the end of the project (around M46) that reaches out to EC officials, policy makers, main players of the different economic sectors and related industries.

Partners conducting the workshops will use tailored communication materials and templates designed by Deep Blue to reach the targeted stakeholders.

### 2.3.6 Third parties' events and conferences

All consortium members are committed to look for, take part in and/or attend both European and international networking conferences and domain specific fairs and events, to disseminate PHOENIX's advancements and results. The objective is to help raise awareness on the potential beneficial impacts of the project among a specialised audience and enlarge the pool of stakeholders.

PHOENIX is expected to engage in a minimum of four conferences and events associated with the BATTERY 2030+ initiative. Additionally, it will collaborate in organising events to effectively disseminate project outcomes, exchange information, and foster collaboration with other significant projects and initiatives promoted by CINEA. A preliminary list of potential events and conferences can be found in Table 5 below. The table reports a preliminary list of events and conferences that will be closely monitored and where PHOENIX could potentially participate and present its results. It is important to note that PHOENIX is not limited to the events listed, and the decision on participation and the selection of events will be made through internal discussions and coordination among the project partners.

**Table 5 - List of relevant external events and conferences**

External events and conferences		
San Sebastian, Spain	SPARTACUS Workshop	21 - 22 June, 2023



	<a href="https://www.spartacus-battery.eu/workshop-smart-sensor-batteries/">https://www.spartacus-battery.eu/workshop-smart-sensor-batteries/</a>	
Geneva, Switzerland	Battery recycling IARC <a href="https://events.icm.ch/event/e2e5c27c-ff22-4918-b685-0b07aa604ddf/summary?gclid=EA1aIQobChMI-pbrmlyx_wlV6pRoCR124gaMEAAAYASAAEgJEsfD_BwE">https://events.icm.ch/event/e2e5c27c-ff22-4918-b685-0b07aa604ddf/summary?gclid=EA1aIQobChMI-pbrmlyx_wlV6pRoCR124gaMEAAAYASAAEgJEsfD_BwE</a>	21 – 23 June, 2023
Terrassini, Sicily, Italy	ICCEP – International Conference on clean electrical power <a href="https://www.iccep.net/">https://www.iccep.net/</a>	27 – 29 June, 2023
Boston, Massachusetts, USA	IEEE Sensors Council - IEEE FLEPS 2023 <a href="https://2023.ieee-fleps.org/">https://2023.ieee-fleps.org/</a>	9 – 12 July, 2023
Dublin, Ireland	CIRP General Assembly <a href="https://www.cirp.net/">https://www.cirp.net/</a>	20 – 26 August, 2023
Valencia, Spain	Battery recycling ICBR <a href="https://events.icm.ch/event/743ec9e5-df9d-42e1-8e20-e13baf7f6ed/summary?gclid=EA1aIQobChMIgdmWiYyx_wlVcYVoCR212gC2EAAAYASAAEgIKV_D_BwE">https://events.icm.ch/event/743ec9e5-df9d-42e1-8e20-e13baf7f6ed/summary?gclid=EA1aIQobChMIgdmWiYyx_wlVcYVoCR212gC2EAAAYASAAEgIKV_D_BwE</a>	6 – 8 September, 2023
Lille, France	International Conference On Life Cycle Management <a href="https://www.lcm2023.org/">https://www.lcm2023.org/</a>	6 – 8 September, 2023
Warsaw, Poland	e-MRS <a href="https://www.european-mrs.com/">https://www.european-mrs.com/</a>	18 – 21 September, 2023
Lyon, France	Batteries Event <a href="https://batteriesevent.com/">https://batteriesevent.com/</a>	10 – 12 October, 2023
Brussels, Belgium	Energy Storage Global Conference <a href="https://ease-storage.eu/easeevents/energy-storage-global-conference/">https://ease-storage.eu/easeevents/energy-storage-global-conference/</a>	10 – 12 October, 2023
Darmstadt, Germany	General BEF – Battery Experts Forum <a href="https://www.battery-experts-forum.com/index.php/de/">https://www.battery-experts-forum.com/index.php/de/</a>	7 – 9 November, 2023
Düsseldorf, Germany	International Battery Production Conference <a href="https://battery-production-conference.de/">https://battery-production-conference.de/</a>	7 – 9 November, 2023



Bordeaux, France + Online	The Battery Innovation Days <a href="https://www.accelevents.com/e/battery-innovation-days-2023">https://www.accelevents.com/e/battery-innovation-days-2023</a>	14 – 15 November, 2023
Berlin, Germany + Online	Future battery forum <a href="https://www.futurebattery.eu/">https://www.futurebattery.eu/</a>	27 – 28 November, 2023
Münster, Germany	DES ans US Sensors Kraftwerk Batterie <a href="https://battery-power.eu/">https://battery-power.eu/</a>	9 – 11 April, 2024
Seville, Spain	LCA SETAC Europe <a href="https://europe2023.setac.org/">https://europe2023.setac.org/</a>	5 – 9 May, 2024
Strasbourg, France	Advanced Automotive Battery Conference <a href="https://www.advancedautobat.com/europe">https://www.advancedautobat.com/europe</a>	13 – 16 May, 2024
San Francisco, CA	ECS – Electrochemical Society <a href="https://www.electrochem.org/upcoming-meetings/">https://www.electrochem.org/upcoming-meetings/</a>	26 - 30 May, 2024
Stuttgart, Germany	Twelfth international Conference on Soft Transducers and Electromechanically Active Polymers, EuroEAP <a href="http://www.euroeap.eu/index.php/euroeap-conference-home">http://www.euroeap.eu/index.php/euroeap-conference-home</a>	June, 2024
Stuttgart, Germany	Electric & Hybrid Europe – Vehicle technology Expo <a href="https://www.evtechexpo.eu">https://www.evtechexpo.eu</a>	18 – 20 June, 2024
Messe München, Germany	Electrical Energy Storage Conference <a href="https://www.ees-europe.com/exhibition-quick-facts">https://www.ees-europe.com/exhibition-quick-facts</a>	19 – 21 June, 2024

### 2.3.7 Scientific articles and papers

During the lifetime of the project, at least 10 (ten) scientific publications in peer-reviewed journals. PHOENIX consortium is committed to Open Access Publishing. Each partner must ensure open access to all peer reviewed scientific publications relating to the project results.

This refers to providing online access to scientific information that is free of charge to the end-user and reusable:

1. As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications.



2. Ensure immediate open access to the deposited publication via the repository. At the beginning of the project, the consortium will set up a repository (e.g., Zenodo developed under the European OpenAir programme) for publications coming out of the project following the green open access principle.
3. Ensure open access, via the repository, to the bibliographic metadata.

To ensure a high visibility for the scientific papers and articles, following the guidelines presented by Springer publishing in the article “Maximise your visibility. Promoting your research effectively”<sup>1</sup> is recommended. This process will increase the visibility and impact of the research, as it is more likely to be cited and referenced by other researchers.

PHOENIX will follow the European guidelines on the large-scale accessibility of project findings.

In the Table 6 below, a list of selected peer-reviewed journals that are relevant to the project is presented. These journals provide a platform for in-depth scientific publications and rigorous review processes to ensure high-quality research output.

**Table 6 - List of peer reviewed scientific journals**

Scientific peer reviewed journal on energy engineering	Applied Energy <a href="https://www.sciencedirect.com/journal/applied-energy">https://www.sciencedirect.com/journal/applied-energy</a>
Open peer review journal on sustainability research in the chemistry field	ChemSusChem <a href="https://chemistry-europe.onlinelibrary.wiley.com/journal/1864564x">https://chemistry-europe.onlinelibrary.wiley.com/journal/1864564x</a>
Peer reviewed journal about research, science and technology	Journal of Coatings Technology and Research <a href="https://www.springer.com/journal/11998">https://www.springer.com/journal/11998</a>
Peer reviewed journal	Journal of Materials Chemistry A <a href="https://www.rsc.org/journals-books-databases/about-journals/journal-of-materials-chemistry-a/">https://www.rsc.org/journals-books-databases/about-journals/journal-of-materials-chemistry-a/</a>
Journal on new and advanced energy materials	Advanced Energy Materials <a href="https://www.springer.com/journal/11998">https://www.springer.com/journal/11998</a>

<sup>1</sup> <https://www.springernature.com/gp/researchers/publication-promotion#c19043898>. Last access on June 2023



Open peer review journal on electrochemistry	Electrochimica Acta <a href="https://www.sciencedirect.com/journal/electrochimica-acta">https://www.sciencedirect.com/journal/electrochimica-acta</a>
Scientific peer reviewed paper on all important energy topics	Energy Conversion and Management <a href="https://www.sciencedirect.com/journal/energy-conversion-and-management">https://www.sciencedirect.com/journal/energy-conversion-and-management</a>
Policy implications of energy supply	Energy Policy <a href="https://www.sciencedirect.com/journal/energy-policy">https://www.sciencedirect.com/journal/energy-policy</a>
Open peer review journal	Energy Strategy Reviews <a href="https://www.sciencedirect.com/journal/energy-strategy-reviews">https://www.sciencedirect.com/journal/energy-strategy-reviews</a>
Scientific peer reviewed journal about energy	Energy, Sustainability and Society <a href="https://energysustainsoc.biomedcentral.com/">https://energysustainsoc.biomedcentral.com/</a>
Open peer review journal	IEEE Transactions on Industry Applications <a href="https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=28">https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=28</a>
Scientific peer reviewed journal about sustainable energy solution	Joule <a href="https://www.cell.com/joule/home">https://www.cell.com/joule/home</a>
Open peer review journal on all aspects of energy storage	Journal of Energy Storage <a href="https://www.sciencedirect.com/journal/journal-of-energy-storage">https://www.sciencedirect.com/journal/journal-of-energy-storage</a>
Journal on science and Technology of Electrochemical Energy Systems	Journal of Power Sources <a href="https://www.sciencedirect.com/journal/journal-of-power-sources">https://www.sciencedirect.com/journal/journal-of-power-sources</a>
Open peer review journal about science and technology	Environmental Science and Technology <a href="https://pubs.acs.org/journal/esthag">https://pubs.acs.org/journal/esthag</a>
Transdisciplinary journal focusing on Cleaner Production, Environmental, and Sustainability	Journal of Cleaner Production <a href="https://www.sciencedirect.com/journal/journal-of-cleaner-production">https://www.sciencedirect.com/journal/journal-of-cleaner-production</a>
Journal on circular economy and sustainability	Journal of Industrial Ecology <a href="https://onlinelibrary.wiley.com/journal/15309290">https://onlinelibrary.wiley.com/journal/15309290</a>
Peer reviewed Journal on scientific exchange	MDPI – Batteries sections <a href="https://www.mdpi.com/journal/batteries">https://www.mdpi.com/journal/batteries</a>
Peer reviewed Journal on scientific exchange	MDPI – Chemosensors section <a href="https://www.mdpi.com/journal/chemosensors">https://www.mdpi.com/journal/chemosensors</a>
Open peer review for EU research projects	Open Research Europe <a href="https://open-research-europe.ec.europa.eu/">https://open-research-europe.ec.europa.eu/</a>



Journal addressing various environmental topics	Science of Total Environment: <a href="https://www.sciencedirect.com/journal/science-of-the-total-environment">https://www.sciencedirect.com/journal/science-of-the-total-environment</a>
Scientific journal on Life Cycle Assessment	The International Journal of Life Cycle Assessment <a href="https://www.springer.com/journal/11367">https://www.springer.com/journal/11367</a>

In the Table 7 below, a list of domain related magazines is provided. Publishing informative articles on sector magazines will help reach a wide range of readers interested in the project's topic. These publications serve as valuable platforms for disseminating project updates and engaging with industry professionals and stakeholders.

**Table 7 - List of general and domain related magazines**

Sustainable energy	Balkan Green Energy News <a href="https://balkangreenenergynews.com/">https://balkangreenenergynews.com/</a>	Online
EC's primary source of results from R&I projects	CORDIS: EU Research Results <a href="https://cordis.europa.eu/">https://cordis.europa.eu/</a>	Online
Renewable energy sector	Energy Global <a href="https://www.energyglobal.com/">https://www.energyglobal.com/</a>	Online
News about global energy transition	Foresight Climate & Energy <a href="https://foresightdk.com/">https://foresightdk.com/</a>	Online
News	Innovation News Network <a href="https://www.innovationnewsnetwork.com/">https://www.innovationnewsnetwork.com/</a>	Online
News	POLITICO <a href="https://www.politico.eu/">https://www.politico.eu/</a>	Online
Sustainable energy	Revolve <a href="https://revolve.media/">https://revolve.media/</a>	Online
News in the power and energy sectors	The Energy Industry Time <a href="https://teitimes.com/">https://teitimes.com/</a>	Printed

Finally, Table 8 below presents some EC channels, which can be utilized for dissemination purposes, providing significant visibility. Utilizing these EC channels can amplify the dissemination efforts of the project.



**Table 8 - List of EC channels for dissemination of results**

<p>CORDIScovery  <a href="https://cordis.europa.eu/article/id/428991-introducing-the-cordiscovery-podcast-a-new-way-to-keep-up-with-eu-research-results">https://cordis.europa.eu/article/id/428991-introducing-the-cordiscovery-podcast-a-new-way-to-keep-up-with-eu-research-results</a></p>	<p>CORDIS' monthly podcast that dives into some of the key scientific solutions being developed by EU-funded researchers</p>
<p>Innovation radar:  <a href="https://www.innoradar.eu/">https://www.innoradar.eu/</a></p>	<p>An initiative that identifies high-potential innovations, based on a data-driven methodology, and assists EU-funded researchers and innovators in reaching the market with their innovation.</p>
<p>Open Research Europe platform:  <a href="https://open-research-europe.ec.europa.eu/">https://open-research-europe.ec.europa.eu/</a></p>	<p>An open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article revision.</p>
<p>Horizon Results platform:  <a href="https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform">https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform</a></p>	<p>A platform for showcasing your research results, finding collaboration opportunities and getting inspired by the results of others.</p>
<p>Horizon Results Booster:  <a href="https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/d-e-booster">https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/d-e-booster</a></p>	<p>Free consulting services including a portfolio dissemination and exploitation strategy, business plan development and go-to-market support.</p>
<p>European Standardisation Service for EU Projects:  <a href="https://www.hsbooster.eu/">https://www.hsbooster.eu/</a></p>	<p>Supports Horizon Europe and H2020 projects to contribute to standardisation in Europe and beyond.</p>



### 3. MONITORING AND KEY PERFORMANCE INDICATORS (KPIs)

Monitoring a range of dissemination activities is crucial for achieving success and maximising the impact of the communication strategy employed by the PHOENIX project. By closely monitoring the communication campaign, the project can evaluate the effectiveness of its messages, make necessary adjustments based on real-time feedback, and ultimately accomplish its communication objectives. Furthermore, monitoring the communication activities helps identify areas for improvement, paving the way for the next advancements.

Several Key Performance Indicators have been identified to track the progress of the dissemination efforts. The Table 9 below provides a comprehensive list of all the dissemination and communication KPIs identified for the PHOENIX project. These KPIs align with the activities and measures outlined in the plan, serving as a guide to assess the project's overall performance in dissemination and communication.

**Table 9 - PHOENIX’s communication and dissemination KPIs**

KPI	M01 – M24	M24 – M48	Overall
Launch Event	1	0	1
Number of participants at the launch event	>50		
International conferences participation	3	7	10
Final public event	0	1	1
Number of participants at the final event	>50		
Number of participants at BATTERY 2030+ working groups	>20-25		
Workshops (AB ws + EU wide stakeholders + Exploitation ws)	3	6	9
Number of workshops participants	>20		
Scientific publication in peer-reviewed journals	>5		
Conference proceedings papers and articles	>5		
Public webinars	0	3	3
Number of webinars participants involved	>45		
Articles published on general press/magazines	1	2	3
Number of general audience and citizen reached with magazines publications	>500		
Press releases delivered to traditional media	1	1	2



Number of interactions with journalist and social media manager (related to the launch of the press release)	>5		
Number of social media posts	>250		
Number of contacts, subscribers and followers	>1000		
Newsletters	4	4	8
Number of unique visitors to the website	>4000		
Number of references in other websites	>20		
Number of resources download	>60		
Project video	0	1	1
Number of views of the project video	>80		

These measures can be refined, updated, and integrated during the project evolution, according to the needs that may be encountered along the way.



## 4. IMPACT MONITORING

### 4.1 Key Impact Pathways

In line with the enhanced focus on diverse impacts of EU research and innovation funding, Horizon Europe introduces a novel approach called Key Impact Pathways (KIP) to capture and communicate impacts effectively. The main aim of this approach is to provide policymakers and the general public with regular updates on the long-term effects and advantages of the Programme in relation to European science, the economy, and society as a whole.

Considering the above, PHOENIX has developed a robust monitoring and evaluation system to monitor the project's progress and assess its contributions towards the KIP. The primary objective of this system is to track and evaluate the achievements of the project, ensuring alignment with the overarching impact goals set by Horizon Europe. By implementing this monitoring and evaluation framework, with the Table 10 below, PHOENIX aims to demonstrate its valuable contributions to the desired impacts outlined in the KIP framework.

**Table 10 - PHOENIX's Key Impact Pathways (KIP)**

Code	Name	Area	WP8 KPIs	Activity
KIP1	Creating high quality new knowledge	Scientific	<ul style="list-style-type: none"> <li>Scientific publications in peer-reviewed journals</li> <li>Scientific publications in peer-reviewed international conferences &amp; workshops</li> </ul>	Dissemination
KIP 2	Fostering the diffusion of knowledge and open science	Scientific	<ul style="list-style-type: none"> <li>Scientific publications in peer-reviewed journals</li> <li>Scientific publications in peer-reviewed international conferences &amp; workshops</li> <li>Scientific publications as Open Access</li> </ul>	Dissemination



			<ul style="list-style-type: none"> <li>● Large public events organised for external audiences</li> <li>● External events attended representing the project</li> </ul>	
KIP 3	Addressing Union policy priorities and global challenges through R&I	Societal	<ul style="list-style-type: none"> <li>● Publications through EC's channels</li> <li>● EU wide stakeholders' workshops</li> </ul>	Dissemination
KIP 4	Delivering benefits and impact through R&I missions	Societal	<ul style="list-style-type: none"> <li>● Liaising activities with EU-funded projects and BATTERY 2030+ initiative</li> </ul>	Dissemination
KIP 5	Strengthening the uptake of R&I in society	Societal	<ul style="list-style-type: none"> <li>● General press/magazine articles published</li> <li>● Press releases delivered to traditional media</li> <li>● References in other websites</li> <li>● Webinars</li> <li>● Workshops</li> <li>● Public Events</li> </ul>	Communication
KIP 6	Generating innovation-based growth	Economic	<ul style="list-style-type: none"> <li>● Exploitation workshops</li> <li>● Joint and individual exploitation activities</li> </ul>	Exploitation

#### 4.2 Website and social media channels

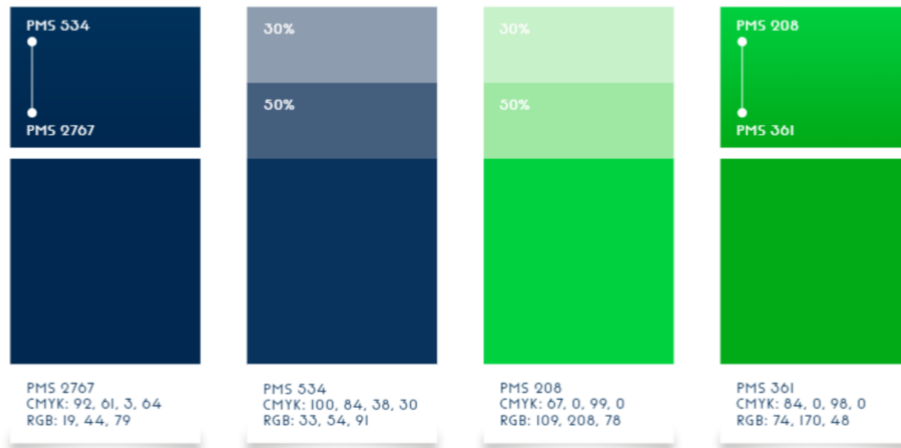
After the project end, the website will be updated with the latest information and resources available. It will be maintained for four more years. Similarly, the social media profiles will follow-up communication about most recent results and newsworthy updates. Moreover, a closing blogpost will inform the audience about the project's legacy.



## ANNEX 1 - PHOENIX style guide



### COLOR PALETTE



## TYPOGRAPHY

**BILO**

Aa Bb Cc Dd Ee Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!?= %&@#°ç

TEXTS + LOGO

**CASCADIA MONO**

Aa Bb Cc Dd Ee Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

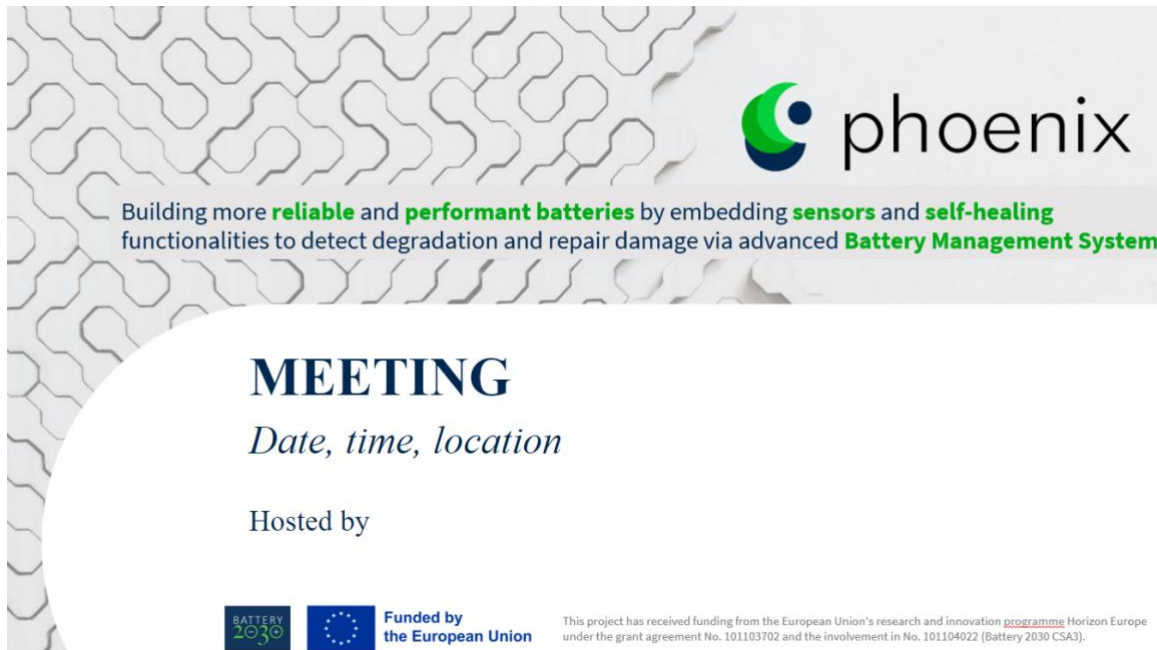
1234567890

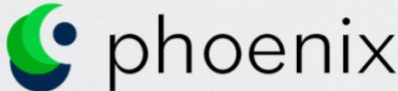
!?= %&@#°ç

TITLES + SUBTITLES + NOTES



## ANNEX 2 - PHOENIX ppt template





 phoenix

Building more **reliable** and **performant batteries** by embedding **sensors** and **self-healing** functionalities to detect degradation and repair damage via advanced **Battery Management System**

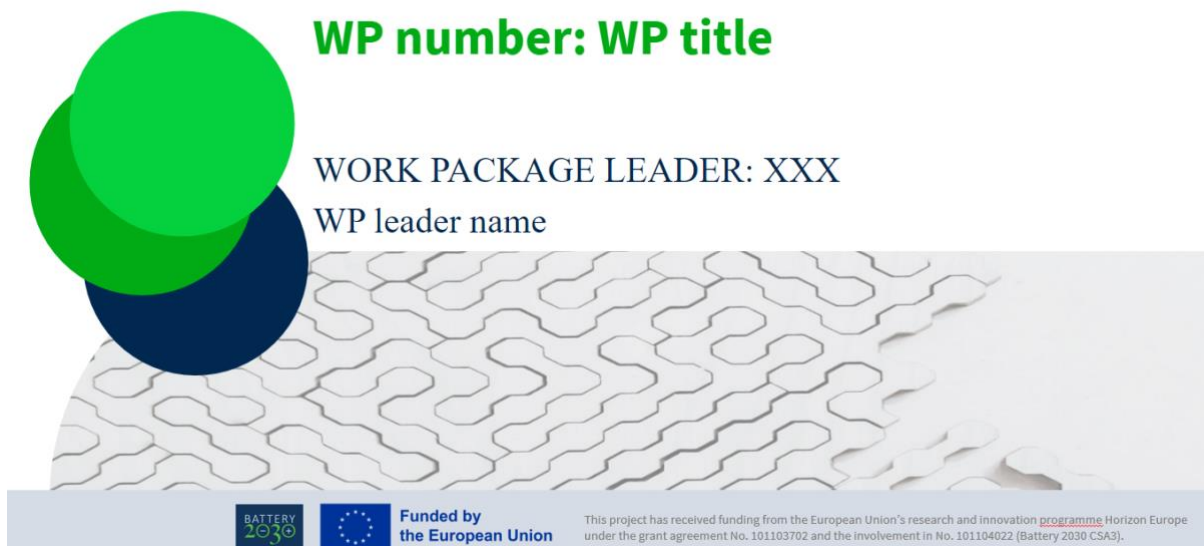
# MEETING

*Date, time, location*

Hosted by

  **Funded by the European Union**



This project has received funding from the European Union's research and innovation programme Horizon Europe under the grant agreement No. 101103702 and the involvement in No. 101104022 (Battery 2030 CSA3).



**WP number: WP title**

WORK PACKAGE LEADER: XXX

WP leader name

  **Funded by the European Union**

This project has received funding from the European Union's research and innovation programme Horizon Europe under the grant agreement No. 101103702 and the involvement in No. 101104022 (Battery 2030 CSA3).



## ANNEX 3 - PHOENIX deliverable template



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Funded by the European Union

HORIZON EUROPE PROGRAMME - TOPIC HORIZON-CLS-2022-D2-01-06

Embedding smart functionalities into battery cells (embedding sensing and self-healing functionalities to monitor and self-repair battery cells)  
(Batteries Partnership)



PHOENIX

Building more reliable and performant batteries by embedding sensors and self-healing functionalities to detect degradation and repair damage via advanced Battery Management System

Grant Agreement No. 101103702  
Starting date: 1<sup>st</sup> May 2023 – Duration: 48 months

Deliverable DX.X

Title of Deliverable

Project funded by




Confédération suisse  
Confédération suisse  
Confédération suisse

National Research Foundation  
National Research Foundation  
National Research Foundation

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SER)

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D.X.X | Title of deliverable | Version x.x.x | Dissemination level

DOCUMENT INFORMATION

<b>Deliverable number</b>	DX.X
<b>Deliverable title</b>	XXXXXX
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<b>Deliverable type<sup>1</sup></b>	XXXXXX
<b>Dissemination level<sup>2</sup></b>	XXXXXX
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<b>Pages</b>	XX
<b>Document version<sup>3</sup></b>	X.Y
<b>Lead author(s)</b>	Name, Organisation (short name)
<b>Contributors</b>	Name, Organisation (short name)

1 Type: ORDP: Open Research Data Pilot; R: Report; D: Demonstrator  
2 Dissemination level: SEN: Sensitive; PU: Public  
3 First digit: 0: draft; 1: peer review; 2: peer review 3: coordinator approval; 4: final version



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Funded by the European Union



## ANNEX 5 - PHOENIX agenda of meeting template



### AGENDA

#### Title of the meeting

<b>Date &amp; time</b>	Date and time (specify time zone)
<b>Venue</b>	Address of venue, Zoom (online), MS Teams (online) etc.
<b>Organiser</b>	Name, Organisation (Short Name)

Day 1 - Date		
Time	Topic	Presenter
	<b>Break</b>	
	<b>Lunch break</b>	
	<b>Break</b>	
	<b>End of meeting</b>	

Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State  
Secretariat for Education, Research and Innovation  
(SERI)

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Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI

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(SERI)

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