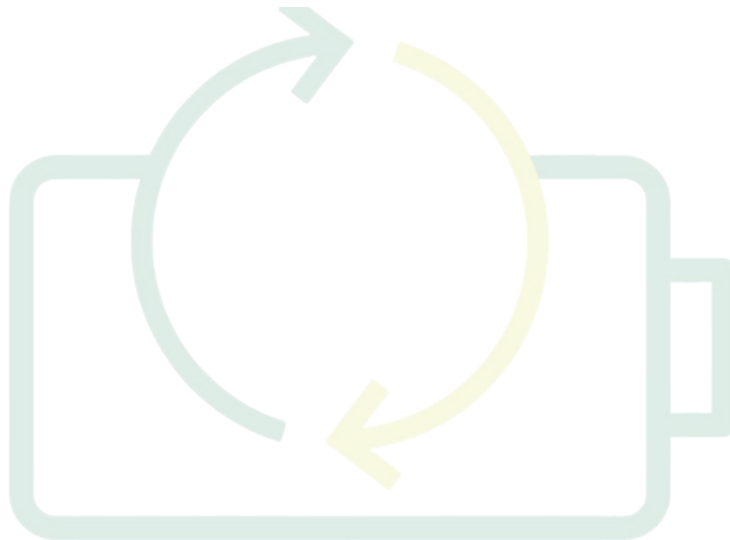




D9.3 Dissemination and Communication Strategy Update



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CONTENTS

Document control table	2
Quality Control	2
Document History.....	3
Legal Disclaimer	3
Contents	4
Table of figures	6
List of tables.....	6
List of Abbreviations and acronyms	8
Executive Summary	9
1 Introduction.....	10
1.1 Project introduction	10
1.2 Deliverable purpose	10
1.3 Addressing the BATTERY2LIFE description of action.....	10
1.4 Intended readership.....	11
1.5 Structure of the deliverable	11
2 Updated BATTERY2LIFE Dissemination and Communication Plan.....	12
2.1 BATTERY2LIFE approach.....	12
2.2 Objectives	12
2.3 Key audiences.....	12
2.4 Key messages.....	13
3 Performance of the BATTERY2LIFE Dissemination and Communication Plan	15
3.1 Dissemination and communication roadmap	15
3.2 Dissemination procedures & EU Acknowledgement	20
4 Dissemination and Communication Tools and Activities Up to M18.....	21
4.1 Brand identity.....	21
4.1.1 Logo	21
4.2 Digital tools.....	21
4.2.1 Website	21
4.2.2 Social media	22
4.2.2.1 X	22



4.2.2.2	LinkedIn.....	23
4.2.2.3	YouTube	24
4.2.2.4	Mastodon.....	25
4.2.3	BATTERY2LIFE ZENODO community.....	26
4.2.4	Blog.....	26
4.2.5	Podcasts.....	27
4.2.6	Video	28
4.3	Promotional material	29
4.3.1	Brochure and roll-up banner.....	29
4.3.2	E-newsletters.....	29
4.3.3	BATTERY2LIFE general presentation	30
4.4	Press activities	31
4.4.1	Press releases, media articles, interviews.....	31
4.5	Events	32
4.5.1	External events.....	32
	Battery Innovations for a Sustainable Europe.....	32
4.5.2	Project webinars.....	33
4.5.3	Project use cases	33
4.5.4	Final event	34
4.6	Networking & liaison activities	34
4.6.1	Networking with research projects.....	34
4.6.2	Networking with other initiatives	35
4.6.3	Joint workshops.....	36
4.6.4	Stakeholders group	37
4.7	Publications & Open Science	39
5	Monitoring Impact and Expected Results	41
5.1	BATTERY2LIFE monitoring tool.....	41
5.2	Key Performance Indicators	41
6	Conclusion	43
7	REFERENCES	44
8	ANNEXES.....	45
	ANNEX 1: DISSEMINATION PROCEDURES AND EU ACKNOWLEDGEMENT	45

ANNEX 2: CALENDAR OF EVENTS	48
ANNEX 3: JOINT WORKSHOP AGENDA.....	49
ANNEX 4: STAKEHOLDERS GROUP CONSENT FORM	51
ANNEX 5: MONITORING TOOL SAMPLE	53

TABLE OF FIGURES

Figure 1: BATTERY2LIFE logo	21
Figure 2: Screenshot from the project's Google analytics account.....	22
Figure 3: Screenshot from the project's X profile	23
Figure 4: Screenshot from the project's LinkedIn profile	24
Figure 5: Screenshot form the project's YouTube channel	25
Figure 6: Screenshot from the project's Mastodon profile	25
Figure 7: Screenshot from the project's ZENODO community.....	26
Figure 8: Screenshot form the blog section	27
Figure 9: Screenshot from the project's Spotify profile	27
Figure 10: Screenshot from the video campaign with the partners' interviews.....	28
Figure 11: Screenshot from the short promo video	29
Figure 12: Screenshots from the project's e-newsletters	30
Figure 13: Stakeholders group promo leaflet.....	38
Figure 14: Screenshot from the dedicated section on the project's website	39

LIST OF TABLES

Table 1: Relation of D9.3 with the project's G.A	11
Table 2: List of key messages per key audience and the golden paragraph	14
Table 3: Short description of the dissemination and communication activities implementation & changes occurred since the initial plan	16
Table 4: Initial dissemination and communication roadmap per project stage & deviations	20
Table 5: Website KPIs	22
Table 6: BATTERY2LIFE Social Media	22



Table 7: Social media KPIs	24
Table 8: Podcast KPIs.....	28
Table 9: Dissemination material KPIs	29
Table 10: E-newsletters KPIs	30
Table 11: List of press releases and activities.....	31
Table 12: Press activities KPIs.....	31
Table 13: List of events.....	32
Table 14: Updated project's webinars plan.....	33
Table 15: Activity per pilot use case.....	33
Table 16: List of expected activities regarding the final event.....	34
Table 17: List of related projects and joint activities	35
Table 18: List of relevant associations/partnerships.....	36
Table 19: Networking activities KPIs	36
Table 20: Joint workshops KPIs	37
Table 21: Stakeholders' group KPIs	37
Table 22: List of publications.....	40
Table 23: Key performance indicators	42



LIST OF ABBREVIATIONS AND ACRONYMS

Abbreviation	Meaning
AIT	Austrian Institute of Technology (Consortium partner)
BMS	Battery Management System
D	Deliverable
EC	European Commission
EV	Electric Vehicle
GA	Grant Agreement
ICCS	Institute of Communication and Computer Systems (Consortium partner)
KOM	Kick off Meeting
M	Month
PPC	Dimosia Epicheirisi Ilektrismou Anonymi Etaireia (Consortium partner)
SLG	Sunlight Group (Consortium partner)
T	Task
WP	Work Package

EXECUTIVE SUMMARY

The document D9.3 “Dissemination and Communication Strategy Update” is the continuation of the deliverable D9.1 “Dissemination and Communication Strategy” that was submitted in M6 and one of the outputs of both T9.1 “Development of a full Dissemination and Communication Plan” and T9.3 “Clustering with European projects”. The current deliverable puts forward a detailed updated strategy for effectually disseminating and communicating the project’s objectives and activities to a wide audience of stakeholders and presents any deviations have occurred since the initial strategy.

The document outlines the tools and channels are used and will be used to communicate the project, it identifies the project’s key audiences and the key messages, the dissemination process to be followed by the consortium partners and the liaison activities with other EU projects and initiatives.

Finally, the deliverable presents all the activities that have been performed by the consortium partners until M18 regarding the dissemination and communication of the project along with the presentation of the key performance indicator and statistics for each activity.

1 INTRODUCTION

1.1 Project introduction

BATTERY2LIFE is a project, funded under the Horizon Europe framework programme that will facilitate the smooth transition of EV batteries to 2nd life use and boost the innovation of the European Battery Industry by providing enablers to implement open, adaptable smart Battery Management Systems (BMS) and improved system designs towards reliable reconfiguration of used batteries.

Two demonstrations that represent two promising and sustainable business cases serving the two most common stationary applications have been carefully selected: the domestic and industrial (grid-scale) storage, with respect to their operational specificities and requirements.

The project's duration extends from January 2024 to December 2026.

1.2 Deliverable purpose

The document provides an updated overview of the communication and dissemination strategy that was initially presented in the deliverable 9.1 "Dissemination and Communication Strategy" and was submitted by M6 of the project. This current document in some cases confirms the initial plan and, in some cases, presents the deviations we needed to make in order to share the project's objectives and results in the best possible way.

The deliverable D9.3 "Dissemination and Communication Strategy Update" also outlines all the activities have been performed by the consortium partners from the launch of the project until M18, along with the statistics and their relevance to the project's KPIs.

This deliverable is, as the initial one, based on the principles outlined in the Horizon Europe guidance on how to communicate an EU-funded project presented on the [EC official website](#), entitled "[Communicating about your EU-funded project](#)" [1].

1.3 Addressing the BATTERY2LIFE description of action

How the deliverable 9.3 Dissemination and Communication Strategy Update is related to the project's G.A is depicted in the table below:

BATTERY2LIFE GA requirements	Deliverable addressing the requirements	Description
Task 9.1 Development of a full Dissemination and Communication Plan	D9.3 Dissemination and Communication Strategy Update	This deliverable is the outcome of Tasks 9.1 and 9.3 and will present the dissemination and



Task 9.3 Clustering with European projects	communication activities performed and the updated material and plans for all activities by partners, along with the activities performed to engage relevant stakeholders.
---	--

Table 1: Relation of D9.3 with the project's G.A

1.4 Intended readership

This document is a public deliverable intended for a broad audience, including the BATTERY2LIFE consortium partners, the EC Project Officer, and the public. It serves as a valuable reference for consortium partners in planning and coordinating the project's dissemination and communication activities, as well as in supporting efforts to raise awareness about the project.

1.5 Structure of the deliverable

Deliverable D9.3 “Dissemination and Communication Strategy Update” consists of eight chapters and five annexes. The first chapter introduces the BATTERY2LIFE project, outlining the scope of the deliverable, its intended audience, and its connection to other WP9 deliverables and tasks. The second chapter describes the updated dissemination and communication approach, including the revised objectives, identified target audiences, and the key messages to be communicated. In the third chapter, the document presents the updated dissemination roadmap and highlights the changes made compared to the initial version included in Deliverable D9.1. Chapter four reviews the tools, channels, and dissemination activities carried out up to M18 of the project. The fifth chapter sets the success criteria for evaluating the performed dissemination and communication activities per year within the project. The sixth chapter concludes the document followed by chapter seven, which lists the references. The final chapter, chapter eight, presents the annexes that complement and support the main content.

2 UPDATED BATTERY2LIFE DISSEMINATION AND COMMUNICATION PLAN

2.1 BATTERY2LIFE approach

The project's dissemination and communication approach will remain the same as described in D9.1 "Dissemination and Communication Strategy" since it has worked well so far. Lasswell's communication model [2] and its five simple questions—"Who," "Says What?", "In What Channel?", "To Whom?", and "With What Effect?"—underlie our approach.

2.2 Objectives

As previously noted, the foundation of an effective communication and dissemination plan lies in clearly defining its objectives. These objectives, outlined also in the public deliverable 9.1 "Dissemination and Communication Strategy" and presented below, include:

- Increasing awareness of the project
- Effectively engaging the appropriate target audiences
- Communicating project outcomes to the broader public
- Involving a wide range of stakeholders to highlight the project's benefits
- Cooperating with other similar EU-funded projects to foster European cooperation
- Sharing scientific results and getting feedback from the research community and relevant experts

2.3 Key audiences

The second step in developing an effective strategy involves identifying the target audiences, gaining a clear understanding of their specific characteristics and needs, and striving to engage them as much as possible. The BATTERY2LIFE project's target audiences were initially defined in the Grant Agreement [3] and presented in detail in the public deliverable 9.1 "Dissemination and Communication Strategy". These audiences are also outlined below:

- » Battery manufacturers and suppliers
- » 1st & 2nd life batteries customers
- » Scientific & research community
- » Public bodies & policy makers
- » Relevant European projects and initiatives
- » Standardisation community
- » Media
- » General public

2.4 Key messages

The third step in our approach, as aforementioned in section 2.1, is to define the key messages aimed at engaging the project's relevant stakeholders. For that, as described in D9.1 "Dissemination and Communication Strategy", we have created 1) a golden paragraph, which can be used in every occasion and describes the core message of the project in a simple, yet to the point, way and 2) customised key messages targeting the identified key audiences.

Again, most of the key audiences and key messages have been defined in the [GA](#) [4]. Below you can find a table presenting the link between the audiences and the project's core messages, as well as the project's golden paragraph:

Core message	Key audience
BATTERY2LIFE will provide enablers for the cost-efficient integration of EV batteries in 2 nd life applications, increasing the global competitiveness of the European battery industry and unlocking new business streams.	Battery manufactures and suppliers
BATTERY2LIFE will ensure a safe, reliable and cost-efficient 2 nd life for used EV batteries.	1 st & 2 nd life batteries customers
BATTERY2LIFE will provide enablers and will generate knowledge and open data for more accurate monitoring and control of used batteries.	Scientific & research community
BATTERY2LIFE will enable the safe and cost-efficient integration of used EV batteries in 2 nd life applications, reducing their carbon footprint and boosting the European battery ecosystem.	Public bodies & policy makers
BATTERY2LIFE enablers will cover current and future systems and technologies and are interoperable among systems and manufacturers.	Relevant European projects and initiatives
BATTERY2LIFE enablers and data models will support the interoperability of different BMS and BS and open access to battery data by third parties, including the battery passport concept.	Standardisation community
BATTERY2LIFE offers a safe, reliable and cost-efficient 2 nd life to EV batteries, promoting circularity and sustainability.	Media
BATTERY2LIFE paves the way for safe, reliable and inexpensive 2 nd life of electric vehicles' batteries for a green European future.	General public

**Golden Paragraph**

BATTERY2LIFE aims to facilitate the smooth transition of batteries to 2nd life use and boost the innovation of the European Battery Industry by providing enablers to implement open, adaptable & smart Battery Management Systems (BMS) and improved system designs towards reliable reconfiguration of used Electric Vehicle (EV) batteries.

Table 2: List of key messages per key audience and the golden paragraph

3 PERFORMANCE OF THE BATTERY2LIFE DISSEMINATION AND COMMUNICATION PLAN

3.1 Dissemination and communication roadmap

The BATTERY2LIFE project dissemination and communication plan has been divided into three project stages, as mentioned in the initial strategy described in D9.1 “Dissemination and Communication Strategy”. However, minor changes have occurred, and they are presented in the table below in green:

Dissemination and Communication Activities	1 st stage	2 nd stage	3 rd stage
Project identity (logo, brand identity, templates)	*		
Online presence (website, social media)	*	*	*
Communication kit (brochure, roll-up banner, e-newsletters)	*	*	*
Media presence (press releases, media articles/interviews)	*	*	*
Publications (conference proceedings, journals)	(Publications have started since the 1 st stage)	*	*
Audio-visual material (video, podcasts)	*	*	*
Participation in events (conferences, expos, trade fairs, etc)	*	*	*
Organisation of project events	(although we mentioned that the 1 st webinar would occur in the 1 st project	*	*



(webinars, final event)	period, we have decided to transfer it in the 2nd period)		
Networking & liaison activities (establish networks, joint workshops, stakeholders list)	*	*	*

Table 3: Short description of the dissemination and communication activities implementation & changes occurred since the initial plan

ICCS has developed a comprehensive plan outlining the planned activities with the aim to achieve—and potentially surpass—the key performance indicators mentioned in section 5 of this document. The plan has been created since the launch of the project and below you can find the updated one with comments on our actual performance and the deviations from the initial plan, presented in D9.1. The comments and deviations refer to the 1st project stage and half of the 2nd project stage, up to M18, when this deliverable will have been submitted. This is the reason most activities from the 2nd project stage are ongoing.

Project stage & description	Activities	Planned actions	Highlights	Comments/ Deviations
1 st stage (M1-M12): Establish the project identity and raise awareness	Creation of the project brand identity (project logo, colour palette, brand book, templates)	The project brand identity (project logo, colour palette, brand book, templates) was ready before the KOM.	D9.1 Dissemination and Communication Strategy ✓	Done
	Set up of social media channels and continuous networking	X (formerly Twitter) and LinkedIn accounts launched before the project KOM. Reach 200 followers in total		Reach more than 200 followers and set up a Mastodon profile
	Project website	Project website launched in M3		Done
	Communication kit (brochure, roll	Brochure and roll-up banner		Done & creation of the Stakeholders leaflet



	up banner, e-newsletters)	were ready by M3. Publication of two e-newsletters (M6, M12).		Two e-newsletters have been published
	Publication of media articles/ interviews & press releases	Publish a press release and two media articles.		Publication of three press releases and six media articles
	Presentations in conferences and other events	Present the project to at least 3 related events.		The project was presented to more than three related events
	Networking activities with other EU projects & organisations	Establish networking activities with at least 2 related projects and organisations.		Established collaboration with at least 7 related projects
	Organisation of webinars	Organise one webinar (introducing the project).		We have decided to transfer the 1 st webinar into the 2 nd stage
	Audio-visual material (video, podcasts)	Launch the project podcast series.		The launch was transferred into the 2 nd stage
Project stage & description	Activity	Planned Actions	Highlights	Comments/ Deviations
2 nd stage (M13-24): effective communication of the available project outcomes and findings.	Website and social media maintenance and updates	Weekly updates on the website & social media Reach 350 followers in social media.	D9.3 Dissemination and Communication Strategy Update ✓	Weekly updates on the website More than 400 followers in the social media (ongoing)
	Participation in conferences and other events	Participation in at least 5 related events.		More than 5 related events and still in progress (ongoing)



	Communication kit (brochure, roll up banner, e-newsletters)	Publication of two e-newsletters (M18, M24).		One more e-newsletter has been published and the 4 th will be published as expected
	Networking activities with other EU projects & organisations	Establish networking activities with at least 3 more related projects and organisations. Organisation of a joint workshop. Add at least 10 people on the Stakeholders Group.		Established collaboration with 10 EU projects and seeking to engage related initiatives, too. <i>(ongoing)</i> 19 members of the Stakeholders Group <i>(ongoing)</i>
	Audio-visual material (video, podcasts)	Create the project general video. Add at least two podcast episodes.		<i>(in progress)</i> The 1 st podcast episode is out
	Publication of media articles/ interviews & press releases	Publish a press release and two media articles.		Publication of one press release and one media article <i>(ongoing)</i>



Project stage & description	Activities	Planned Actions per activity for successful communication & reaching KPIs	Highlights	Comments/Deviations N/A
3 rd stage (M25-M36): effective dissemination of the final project results to maximise the project exploitation	Website and social media maintenance and updates	Weekly updates on the website & social media Exceed the 500 followers in social media.	D10.1 Dissemination and outreach activities final report Project use cases	
	Publication of media articles/interviews & press releases	Publish a press release and two media articles.		
	Publications	Publish at least 5 scientific publications in conference proceedings or journals.		
	Participation in conferences and other events	Participation in at least 5 related events.		
	Audio-visual material (video, podcasts)	Add at least two podcast episodes.		
	Communication kit (brochure, roll up banner, e-newsletters)	Publication of two e-newsletters (M30, M36).		
	Networking activities with other EU projects & organizations	Establishing networking activities with at least 2 more related projects and organisations. Organisation of a joint workshop.		



		Add at least 10 people on the Stakeholders Group.		
	Organisation of events	Organise two webinars. Organise the final event.		

Table 4: Initial dissemination and communication roadmap per project stage & deviations

3.2 Dissemination procedures & EU Acknowledgement

Deliverable 9.1, sections 4.3 and 4.4 describe in detail both the agreed dissemination procedures and the use of the EU acknowledgement. Since they remain the same and D9.1 is a public deliverable, we won't further describe them. However, they can be seen in [ANNEX 1](#)

4 DISSEMINATION AND COMMUNICATION TOOLS AND ACTIVITIES UP TO M18

4.1 Brand identity

4.1.1 Logo

As presented in detail in D9.1 “Dissemination and Communication Strategy”, the project’s logo was created at an early stage so that we could ensure the coherence in the project’s tools and channels. The project’s logo and colours are used on the project’s templates, social media, website and material according to the guidelines included in the dedicated brand book that is available on the project [website](#) and also fully described in D9.1 “Dissemination and Communication Strategy”.



Figure 1: BATTERY2LIFE logo

4.2 Digital tools

4.2.1 Website

The BATTERY2LIFE [website](#) was launched in Month 3 of the project’s timeline and serves as the cornerstone of project communication. The website’s design aligns with the project’s branding and visual identity, maintaining a clean and straightforward layout. Since its launch we have added new sections (Blog, Stakeholders’ Group, Synergies) to attract the audience attention and to engage with as many people as possible.

The website is being updated weekly with news items about the consortium partners’ activities, new publications related to the project, news from the joint activities performed with our sister projects, public dissemination material and media articles dedicated to the project.

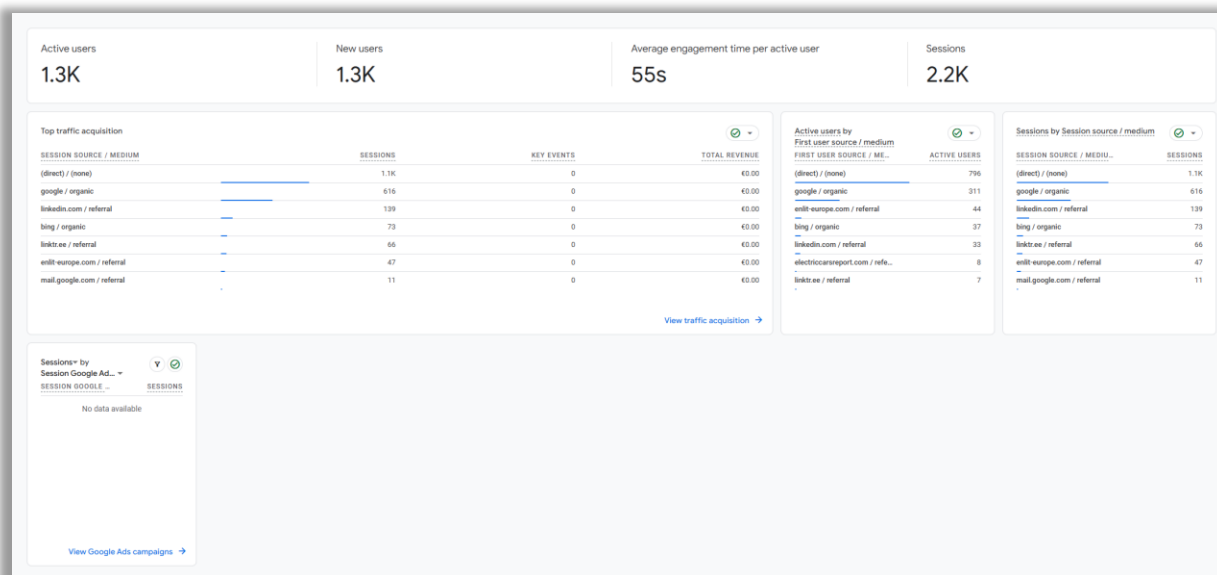


Figure 2: Screenshot from the project's Google analytics account

Expected Number by M36	M18
≥ 500 visits per year	1.3 K since the beginning of the project

Table 5: Website KPIs

4.2.2 Social media

Social media comprises one of the most productive means of communication of the project's progress and results. Using social media helps engage both technical and non-technical wider audience and send your message effectively. We had launched both an X and a LinkedIn profile since the beginning of the project and we proceed with the creation of a YouTube channel that will host all the project's videos as well as a Mastodon account.

Media	Account
X (Twitter)	@battery2life_eu
LinkedIn	BATTERY2LIFE Project
Mastodon	@BATTERY2LIFE
YouTube	@BATTERY2LIFE

Table 6: BATTERY2LIFE Social Media

4.2.2.1 X

The BATTERY2LIFE X profile has currently 115 followers, although that in October 2024 the account had reached 250 followers. The reason behind losing so many followers was due to the fact that a lot of people deactivate their X profiles because of the platform's new terms of service

and other reasons. According to a research presented in NBC News, in November 2025, X saw 115,414 account deactivations. Nevertheless, we keep sharing our news and updates weekly and try to gain as many followers as possible.

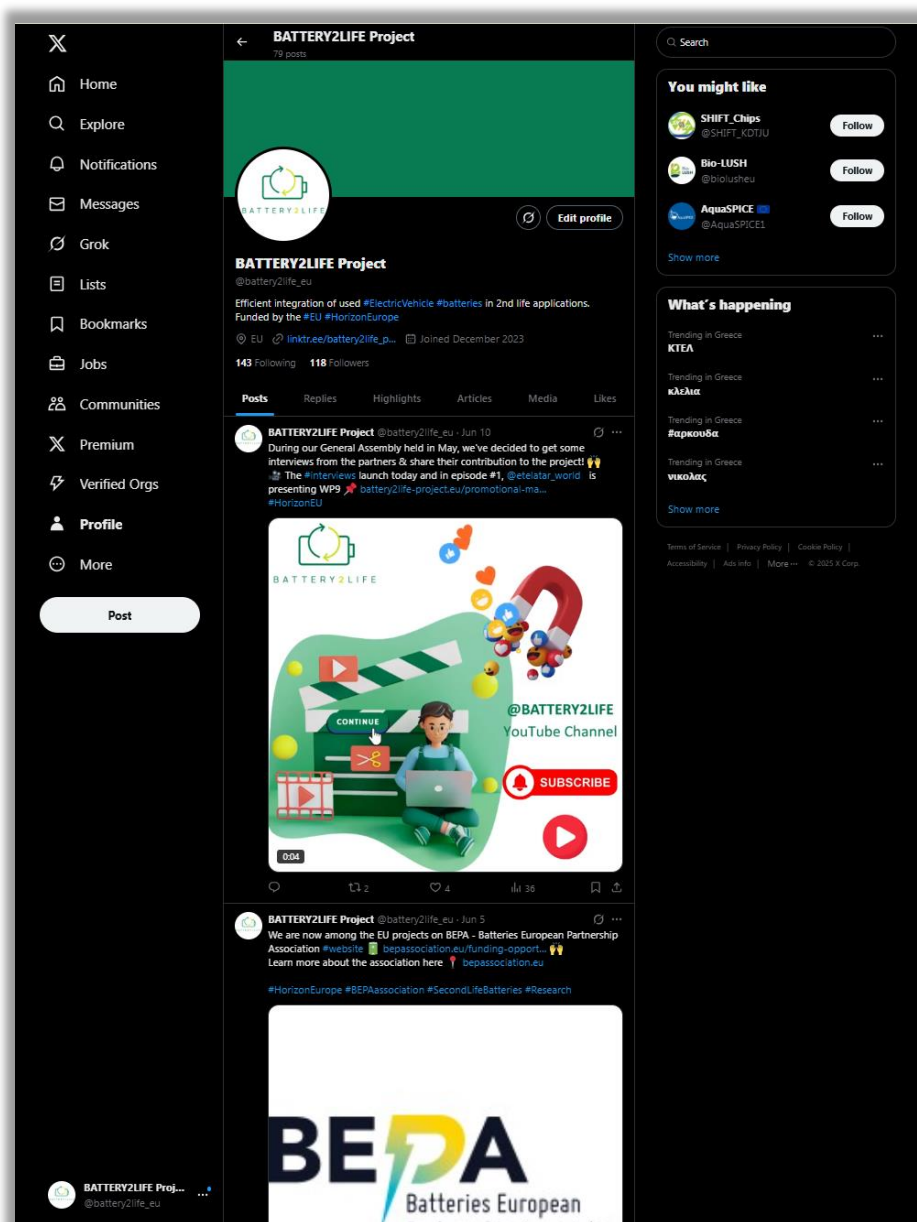


Figure 3: Screenshot from the project's X profile

4.2.2.2 LinkedIn

Our project's profile in LinkedIn is the backbone of our social media with more than 400 followers, so far, from different professional backgrounds. The account is quite active with weekly posts about the project's progress and our partners' activities.

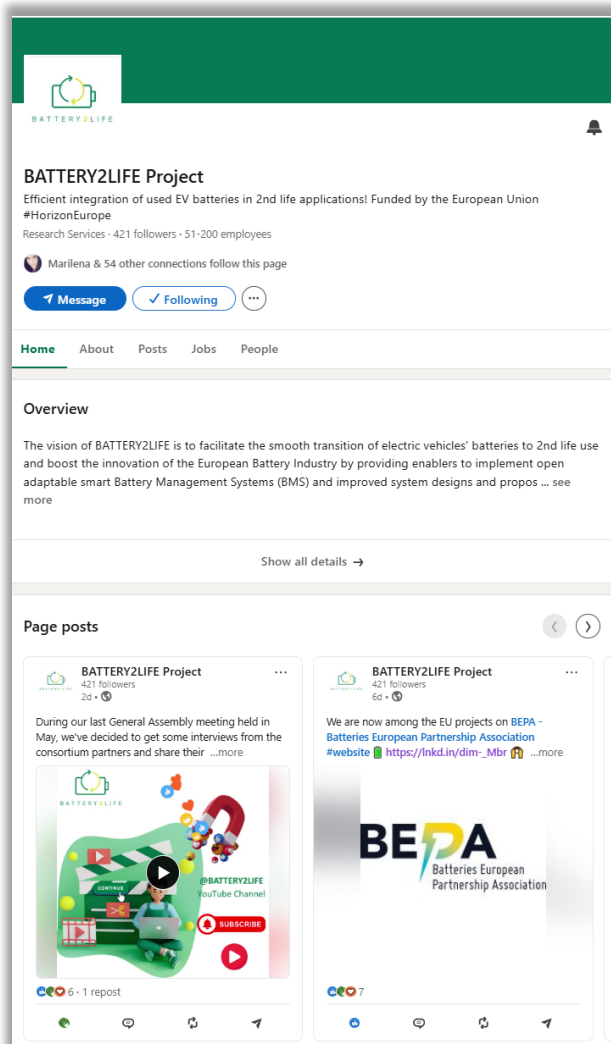


Figure 4: Screenshot from the project's LinkedIn profile

Expected Number by M36	M18	
≥ 500 followers in total	X:118 LinkedIn: 421	Total: 539
≥ 1500 Impressions per year	X:6.178 LinkedIn: 40.024	Total:46.202

Table 7: Social media KPIs

4.2.2.3 YouTube

The project's YouTube Channel is active since the launch of the project and, hosts three videos related to the project and an interview video series that consists of short videos that have been released monthly since June 2025.

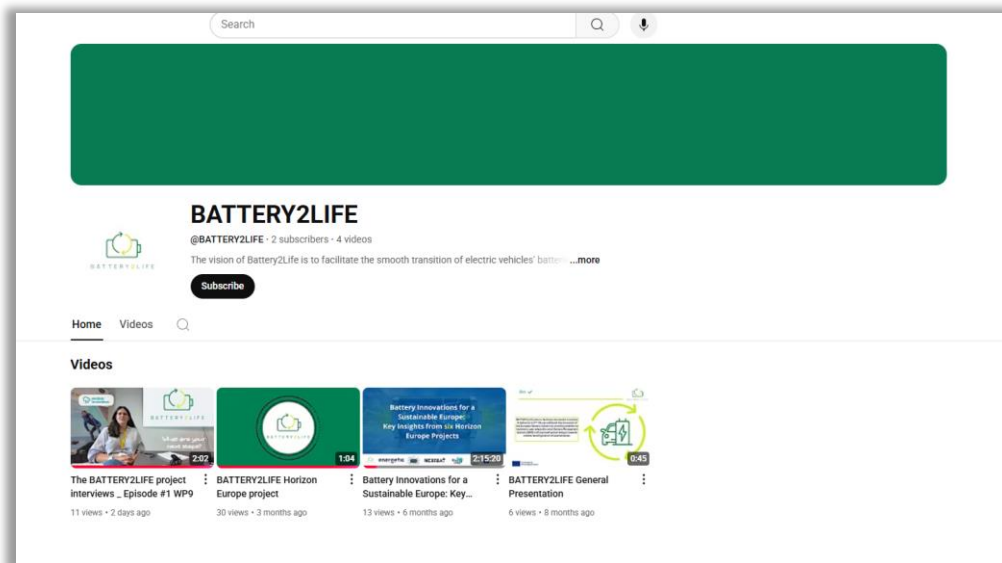


Figure 5: Screenshot from the project's YouTube channel

4.2.2.4 Mastodon

Mastodon account was created as an alternative to X and as complimentary media to promote the project's progress. The account is also active with weekly posts and we are now trying to build and engage our audience.

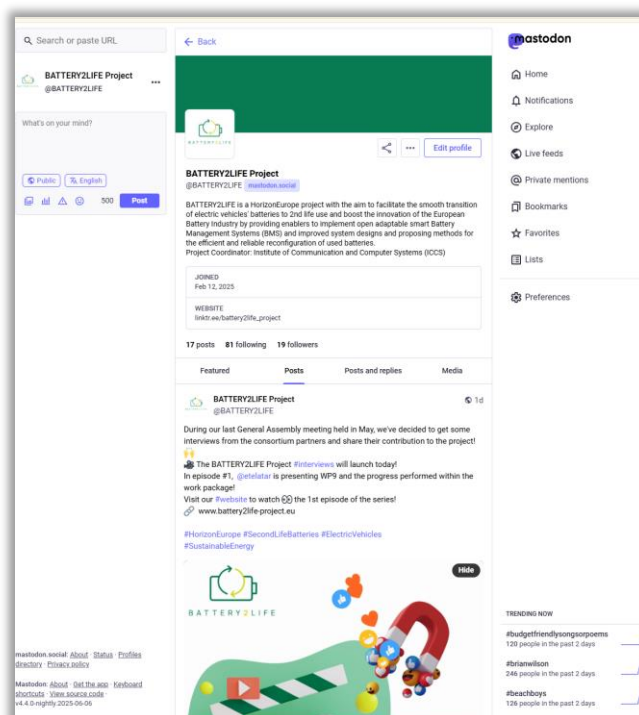


Figure 6: Screenshot from the project's Mastodon profile

4.2.3 BATTERY2LIFE ZENODO community

A BATTERY2LIFE ZENODO Community was established at the start of the project to serve as a central repository for all public deliverables, which will be uploaded once approved by the European Commission. The community also contains all of the project publications (both from conferences and scientific publications), its promotional material (e-newsletters, brochure, roll up banner) and the project's e-newsletters.

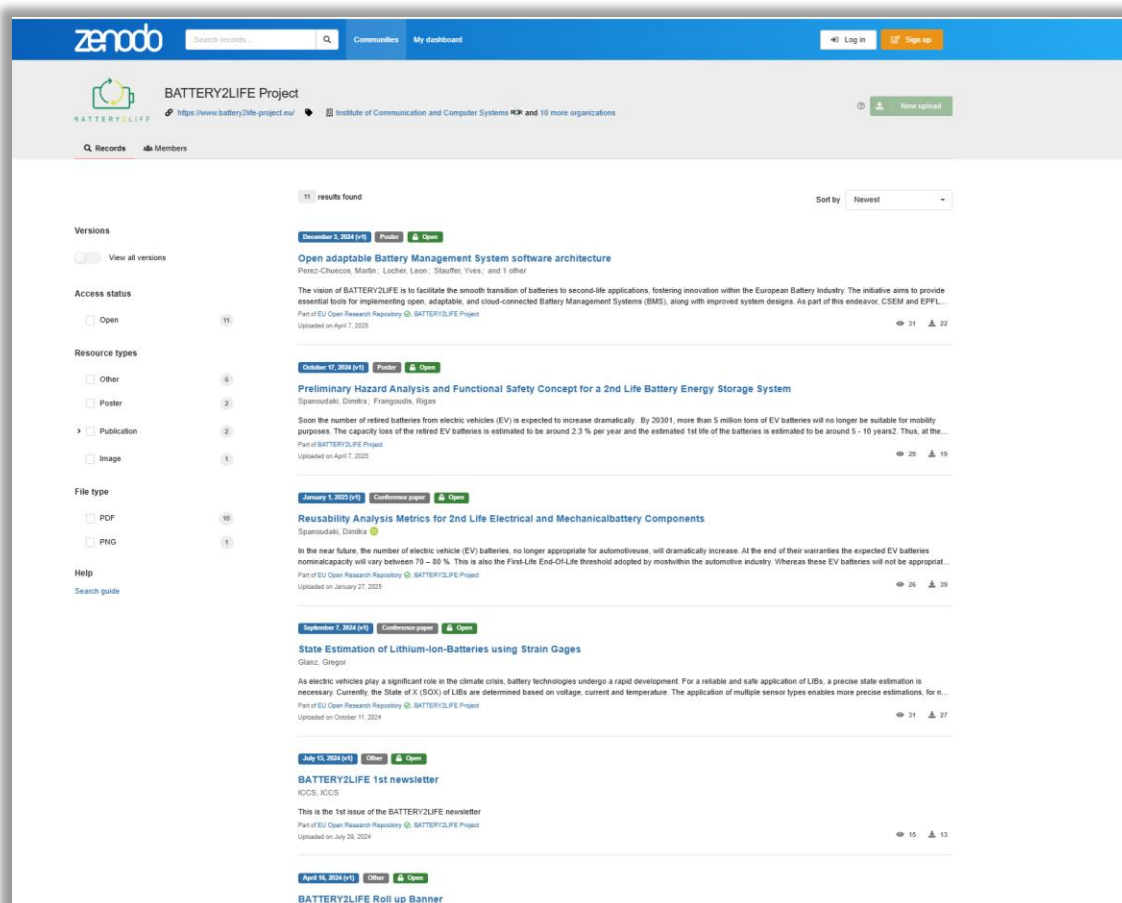


Figure 7: Screenshot from the project's ZENODO community

4.2.4 Blog

There have been six blog articles available on the website so far. According to our time plan that is available on the project's repository, each partner will provide at least one article.

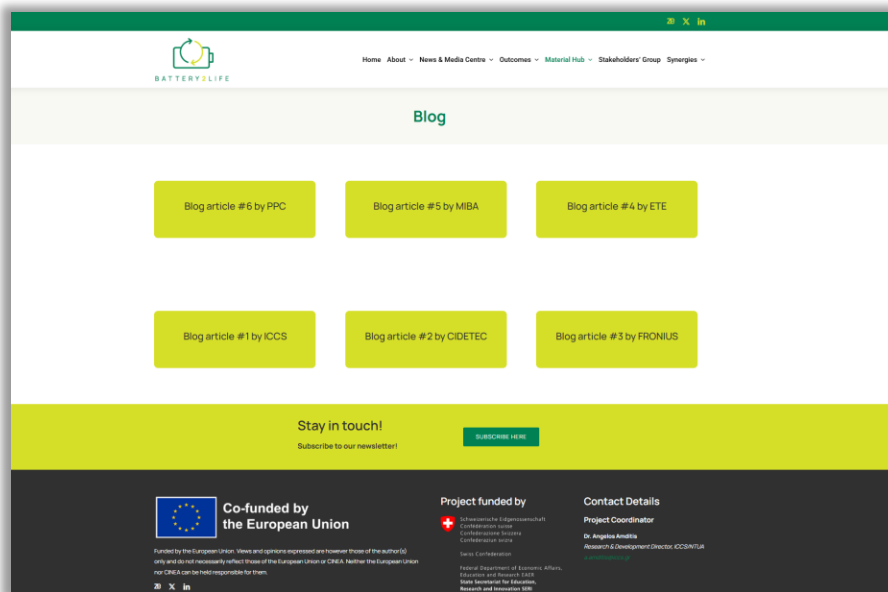


Figure 8: Screenshot from the blog section

4.2.5 Podcasts

The first episode of the BATTERY2LIFE podcast is out and available on the project's website and YouTube channel. This first episode was an interview of our project coordinator, Dr Angelos Amditis, the research and development director of the Institute of Communication and Computer Systems (ICCS).

There will be at least another three episodes regarding the project, its results, and other related topics.

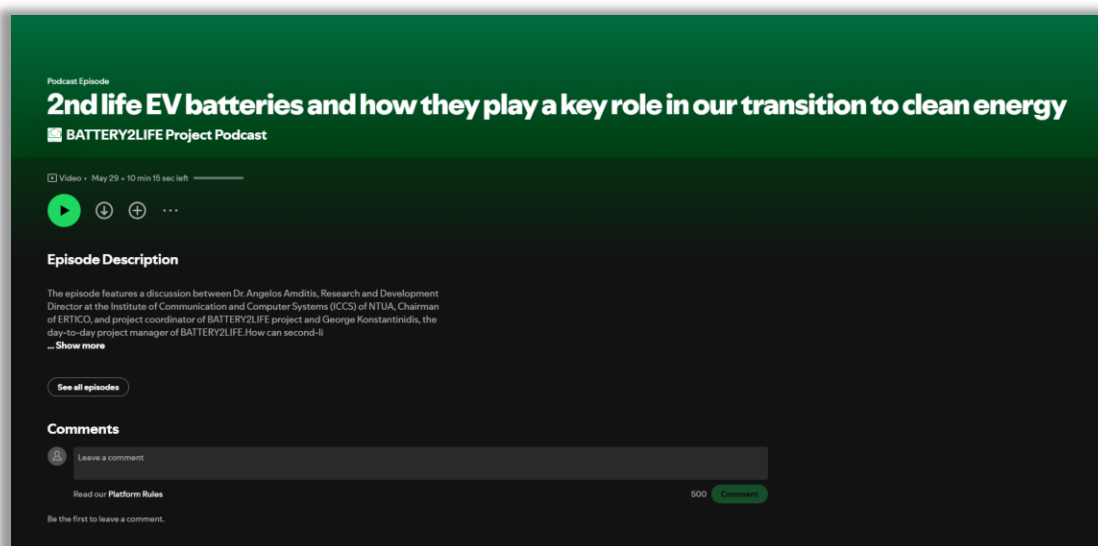


Figure 9: Screenshot from the project's Spotify profile

Expected Number by M36	M18
≥4 podcasts	1 episode on air

Table 8: Podcast KPIs

4.2.6 Video

By the end of the second year, a general project video will be produced to clearly communicate the project's scope and impact to the public. The video will be shared via social media, featured on the project website and YouTube channel, and showcased at relevant events.

In the meanwhile, we have created two short promo videos and we are now in the process of making a video campaign with interviews from the partners.

All the related videos are available on the project's [YouTube channel](#).



Figure 10: Screenshot from the video campaign with the partners' interviews

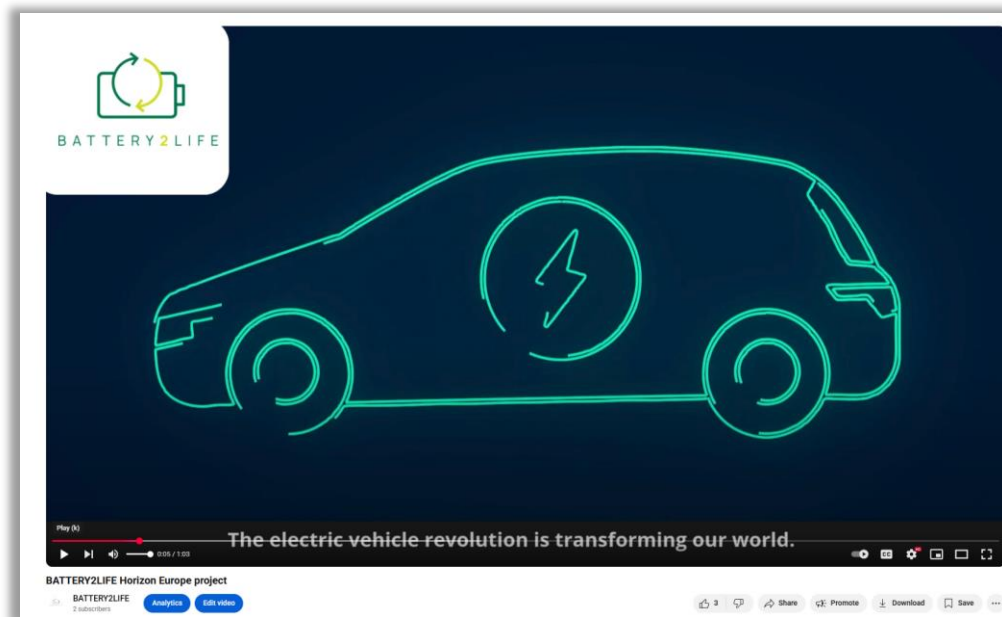


Figure 11: Screenshot from the short promo video

4.3 Promotional material

4.3.1 Brochure and roll-up banner

The first version of the project's brochure and roll-up banner was designed by M3 of the project's lifespan. Both are presented in detail in deliverable 9.1 "Dissemination and Communication Strategy". We have also created a leaflet regarding the Stakeholders Group including all the relevant information and a QR code interested parties can use to register. The material is available on the [project's website](#) and the [ZENODO community](#).

Expected Number by M36	M18
≥1 set of dissemination material (brochure, roll-up banner)	1 version of the project's brochure and roll-up banner ready, 1 Stakeholders Group leaflet

Table 9: Dissemination material KPIs

4.3.2 E-newsletters

The project has created and circulated three e-newsletters so far. The project sent the first three issues to 62 email subscribers. All the newsletters are also available on the [project's website](#) and its [ZENODO community](#) in downloadable format and were promoted through the project's social media.

Each newsletter includes general information about the project, all the news and updates on its progress, activities jointly organised with the cluster projects and upcoming activities. The next issue will be published in December 2025.

Expected Number by M36	M18
≥6 e-newsletters	3 published issues

Table 10: E-newsletters KPIs



Figure 12: Screenshots from the project's e-newsletters

4.3.3 BATTERY2LIFE general presentation

An overview of the project has been created to assist the consortium in their dissemination and communication activities. This presentation includes the main project information, such as its aim, objectives, expected impact, business cases, consortium information in a clear and engaging way and it can be used with no prior approval from the consortium in various events. The BATTERY2LIFE General Presentation is available on the project's repository, and it is also available in both ppt and mp4 format on the project's website.



4.4 Press activities

4.4.1 Press releases, media articles, interviews

Action	Link	Partner involved
Press Release	https://bit.ly/3UOudnh	ALL
Press Release	https://bit.ly/3K5H3bE	ICCS, PPC, SLG
Press Clippings/republications	<ul style="list-style-type: none"> • ictplus.gr • Getelectric.gr • Startup.gr • Metaforespress.gr • Politicalbank.gr • Enerymag.gr • Euro2day.gr 	ICCS, PPC, SLG
Press Article	Naftemporiki.gr	PPC
TV Media Reportage	Naftemporiki Channel	PPC
Press Article	Industry-news.gr	SLG
Press Release	Ait.ac.at	AIT
Press Article	Batteriesnews.com	AIT
Press Article	Circulaire-it.nl	AIT
Press Article	DES STANDART	AIT
Joint Press Release	https://bit.ly/4l0bllP	ICCS
Press Article	https://www.linkedin.com/pulse/list-issue-24-enlit-europe-u7ynf/?trackingId=vo07pHWaboR0hboQ3IPaZg%3D%3D	CID
Press Article	https://www.enlit.world/energy-storage/battery2life-unlocking-the-potential-of-second-life-ev-batteries/	CID

Table 11: List of press releases and activities

Expected Number by M36	M18
≥4 press releases	4 press releases
≥4 media articles	7 media articles & TV media reportage

Table 12: Press activities KPIs

4.5 Events

4.5.1 External events

The consortium partners have been engaged in a variety of events since the very beginning of the project to promote the project's objectives and anticipated outcomes. ICCS has created a calendar of related events, which is available in the project repository to help partners plan and coordinate their participation. This calendar is a living document and is regularly updated with new events and relevant information. The events calendar is available in [ANNEX 2](#).

The list of events BATTERY2LIFE partners have participated in is presented below and includes renowned conferences, major fairs, and popular expos.

Event	Activity	Partner
ABAF 2024	Paper presentation	AIT
EARPA 2024	Networking & brochure distribution	CID
ReLion-ion Training Seminar and Matchmaking Event	Project presentation	SLG
ETCEI 2024	Poster presentation	SLG
ENLIT 2024	Project presentation	CID
Battery Innovations for a Sustainable Europe	Project presentation	ICCS
GRICE 2024	Paper presentation	SLG
Battery Innovations for a Sustainable Europe: Key Insights from six Horizon Europe Projects Webinar	Organisation of a joint webinar, project presentation	ICCS
1st Charging and Battery Summit & Expo	Booth	ICCS
8TH EcoMobility Conference	Project presentation	ICCS
ITS Hellas 2025	Distribution of brochures	ICCS
ITS European Congress 2025	Participation in a joint session, project presentation	ETE
247th ECS Meeting	Project presentation, participation in a panel discussion	AIT
EVS38	Paper presentation	CID
EEITE 2025	Paper presentation	ICCS

Table 13: List of events

4.5.2 Project webinars

According to the GA we need to organise at least three project webinars in order to inform and engage relevant stakeholders. In our initial strategy, as described in deliverable 9.1 “Dissemination and Communication Strategy”, we had planned the webinars’ topics along with possible dates. However, since the project’s dissemination and communication plan is a living document which changes depending on the project’s and consortium’s needs, we have decided to change the initial plan after a detailed discussion at the 3rd plenary meeting, where partners voted about the webinars’ topics.

Webinar	Topic	Partner(s)	Project Month
#1	Presentation of the project’s KERs	ALL	After M18
#2	Utility scale storage application.	ICCS, PPC, SLG and others	M25-M36
#3	Domestic storage demonstration	ICCS, FRO, MIBA and others	M25-M36

Table 14: Updated project's webinars plan

4.5.3 Project use cases

Throughout the duration of the project, there will be addressed in two use cases, which will be developed and tested for validation. ICCS, being the dissemination and communication manager of the project, will offer support with various dissemination and communication activities. Below are examples of the actions that will be carried out:

Channel/Tool	Activity
Dissemination kit	Utilise branded material and usage at venue.
Media presence	Publish at least one related press release.
Organisation of events	Organisation of two webinars dedicated to the two use cases.
Online presence	Devoted social media campaign, website announcements.
Networking	Invitations to external stakeholders to attend the dedicated webinars and/or the pilot sites.

Table 15: Activity per pilot use case

4.5.4 Final event

The project's final event of the project will serve to showcase its outcomes to a broader audience and lay the foundation for future developments and the potential exploitation of its results. Below are some examples of the planned activities:

Channel/Tool	Activity
Dissemination kit	Utilise branded material and usage at venue.
Media presence	Publish at least one related press release.
Online presence	Devoted social media campaign, website announcements.
Networking	Invitations to external stakeholders and other EU-funded projects to attend the project's final event.

Table 16: List of expected activities regarding the final event

4.6 Networking & liaison activities

4.6.1 Networking with research projects

BATTERY2LIFE project contacted several EU funded projects which have common interests and could cooperate in different ways. The list below presents the list of the related projects we have already collaborated and still keep in touch for future activities:

<u>BIG LEAP</u>	Online meetings, social media presentation, website presentation, co-organisation of a webinar, co-creation of a joint press release, co-organisation of a projects' cluster
<u>BATMAX</u>	Online meeting, social media presentation, website presentation, co-organisation of a webinar, co-creation of a joint press release
<u>NEXBAT</u>	Online meetings, social media presentation, website presentation, co-organisation of a webinar, co-creation of a joint press release
<u>ENERGETIC</u>	Online meetings, social media presentation, website presentation, co-organisation of a webinar, co-creation of a joint press release
<u>REINFORCE</u>	Online meetings, social media presentation, website presentation, co-organisation of a webinar, co-creation of a joint press release
<u>BATSS</u>	Online introductory meeting, social media presentation, website presentation



<u>VERSAPRINT</u>	Online introductory meeting, social media presentation, website presentation
<u>ReLi-ion</u>	Participation in a workshop organised by ReLi-ion
<u>ZEV-UP</u>	Participation in a joint session at ITS Europe Congress, website presentation
<u>ePowerMove</u>	Participation in a joint session at ITS Europe Congress, website presentation
REBORN	Online meetings, social media presentation, website presentation, co-organisation of a projects' cluster

Table 17: List of related projects and joint activities

4.6.2 Networking with other initiatives

The project team identified several European associations/partnerships as relevant to the project since its inception. Consortium partners have been making efforts to approach them and engage them.

Partnerships	Description	Comments
<u>BATT4EU</u>	Co-programmed Partnership established under Horizon Europe that aims to achieve a competitive & sustainable European industrial value-chain for e-mobility and stationary applications.	ICCS has already approached it, all the relevant information about the project are presented in BATT4EU projects – BATT4EU
<u>2ZERO</u>	Towards zero emission road transport (2Zero) is a co-programmed Partnership funded under the Horizon Europe and aiming at accelerating the transition towards zero tailpipe emission road mobility across Europe.	
<u>EARPA</u>	European Automotive Research Partners Association	CID had approached it and distributed brochures during their event EARPA 2024



<u>ETIP Batteries Europe</u>	Batteries Europe, the European Technology & Innovation Platform on batteries provides the community with a forum to spearhead Research and Innovation actions so to accelerate the establishment of a globally competitive European battery industry	
<u>EuroBat</u>	EUROBAT brings together the battery value chain to drive innovation and contribute technical expertise to the EU policy-making process.	
<u>ETIP SNET</u>	Smart networks for energy transition	
<u>EuBatIn</u>	The IPCEI on Batteries and the IPCEI European Battery Innovation (EuBatIn). Both IPCEIs have in common that their participants represent the complete value chain, from material through the cells to the battery system and the final step of recycling. At the same time, there is a high degree of networking between the companies themselves and the two IPCEIs.	
<u>Open Charge Alliance</u>	A global consortium of public and private electric vehicle (EV) infrastructure leaders that have come together to promote open standards through the adoption of the Open Charge Point Protocol (OCPP).)	

Table 18: List of relevant associations/partnerships

Expected Number by M36	M18
Networking activities with other EU projects & organisations ≥7	Established collaboration with 11 EU projects and 2 other initiatives

Table 19: Networking activities KPIs

4.6.3 Joint workshops

BATTERY2LIFE project initiated the organisation of the 1st joint webinar, inviting similar EU funded projects (BIG LEAP, BATMAX, NEXTBAT, REINFORCE, ENERGETIC). The webinar entitled *Battery Innovations for a Sustainable Europe: Key Insights from six Horizon Europe Projects* held on 2 December 2024 and had more than 100 participants. The webinar was



promoted through the projects' social media and websites and we published a joint press release.

You can find the webinar's video on the [project's YouTube channel](#) and the presentations and the press release on the [project's website](#). The agenda is presented in [ANNEX 3](#)

Expected Number by M36	M18
2 joint workshops	1 joint workshop

Table 20: Joint workshops KPIs

4.6.4 Stakeholders group

BATTERY2LIFE consortium partners have carefully invited professionals from different scientific fields to become members of the project's Stakeholders group. Each work package leader sent invitations to people of their network that thought they could add to the project's progress. To make things easier for the partners, we created a promo fact sheet which includes information about the project and the Stakeholders group. In addition, we created a [dedicated section](#) on our website where individuals can register for the Stakeholders group on their own. Each member has filled in a consent form before registering, agreeing on RECEIVING Invitations to our upcoming events (meetings, webinars, and final event), the project's newsletter (every six months) and opportunities to participate in surveys related to the project.

The consent forms, and the list of members are available on the project's repository. The list is also presented in [ANNEX 4](#).

Expected Number by M36	M18
20 members in the Stakeholders Group	19

Table 21: Stakeholders' group KPIs



Facts

Consortium: 11 Partners from 5 countries

Duration: 36 months (January 2024-December 2026)

Business Cases: Domestic storage in Austria and Industrial (grid-scale) storage in Greece

Funding: ~4M€

info@battery2life-project.eu

battery2life-project.eu

battery2life.eu

BATTERY2LIFE Project

In a nutshell

BATTERY2LIFE aims to facilitate the smooth transition of batteries to 2nd life use and boost the innovation of the European Battery Industry by providing enablers to implement open, adaptable, smart Battery Management Systems (BMS) and improved system designs towards reliable reconfiguration of used batteries.

Join our Stakeholders Group



Project funded by

Co-funded by the European Union

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

Figure 13: Stakeholders group promo leaflet

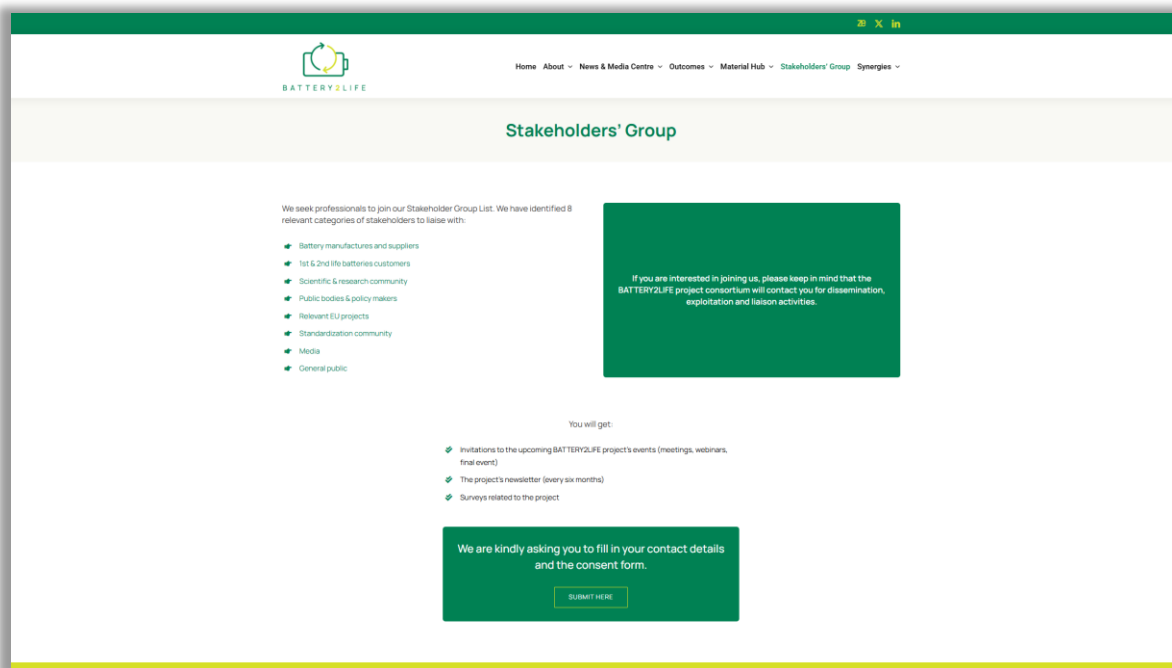


Figure 14: Screenshot from the dedicated section on the project's website

4.7 Publications & Open Science

The BATTERY2LIFE partners have submitted scientific papers in high-impact conference proceedings since the very beginning of the project and will continue the effort, especially in the third project year when the main results of the project would be available. As mentioned in detail in D9.1 “Dissemination and Communication Strategy”, the project has committed to offer open access to all its publications. The consortium will follow the steps for open access to publications as these are mentioned in the Annotated Grant Agreement (Funding programmes 2021-2027) (4). All the publications are available on the project’s website and the ZENODO community.

Title	Conference	Partner	ZENODO
Reusability Metrics of Electronic and Mechanical Components for Second-Life Battery Systems	<u>GRICE 2024</u>	SLG	<u>https://zenodo.org/records/14748581</u>
Preliminary Hazard Analysis and Functional Safety Concept for a 2 nd Life	<u>ETCEI 2024</u>	SLG	<u>https://zenodo.org/records/15165606</u>



Battery Energy Storage System			
State Estimation of Lithium-Ion Batteries Using Strain Gages	ABAF 2024	AIT	https://zenodo.org/records/13898744
Open adaptable Battery Management System software architecture	Battery Innovation Days 2024	CSEM, EPLF	https://zenodo.org/records/15165689
Lithium Plating generation and in-operando detection approaches for lithium-ion batteries	EVS38	CID	Available once published
Cloud-Based Battery Management System for Energy Storage Applications: Enabling Second-Life Batteries for Smart Mobility and Smart Homes	EEITE	ICCS	Available once published

Table 22: List of publications

5 MONITORING IMPACT AND EXPECTED RESULTS

5.1 BATTERY2LIFE monitoring tool

ICCS keeps a detailed record of all dissemination and communication activities conducted up to M18 and will keep it throughout the duration of the project. To effectively track both completed and upcoming actions by BATTERY2LIFE partners, ICCS has developed a monitoring tool aligned with the requirements of the [EC SyGMA portal](#). This tool is structured into three sections: Dissemination Actions, Communication Actions, and Publications. All project partners are expected to update this living document with any relevant activities that fall within these categories. The monitoring tool is accessible via the project repository and is also included in [ANNEX 5](#).

5.2 Key Performance Indicators

Activity	Channel/Tool	Expected Result	M18
Online presence	Website	Website unique visitors ≥ 500 per year.	1.3 K since the beginning
	X (Twitter)	Followers ≥ 500 in total,	539 followers in total (X: 118 & In: 421)
	LinkedIn	Impressions ≥ 1500 per year	46.202 impressions in total (X:6.178 & In: 40.024)
	Mastodon	N/A	19
	YouTube channel	N/A	4 videos
Communication kit	Brochure & roll-up banner	≥ 1	1 brochure, 1 roll up banner, 1 fact sheet, 1 general presentation (PDF & MP4)
	E-newsletters	≥ 6	3 issues published
Media presence	Press releases	≥ 4	4 press releases (8 republications)
	Press activities/interviews	≥ 3	7 press activities (1 interview, 5 media articles, 1 TV reportage)
Publications	Scientific publications (journals/conference proceedings)	≥ 10	4 scientific papers in conference proceedings, 2 scientific posters in conferences



Audio-visual material	Video	≥1	4 promo videos (1 general video in progress)
	Podcasts	≥4	1 episode on air
Participation in events	Scientific events/conferences, fairs & other events	≥10	15 Participations in different events
Organisation of events	Webinars	≥3	
	Final event	100 participants	
Networking & liaison activities	Networking activities with other EU projects & organisations	≥7	Collaboration with 12 EU funded projects
	Joint workshops	≥2	1 joint workshop
	Stakeholders group	≥20	19 members

Table 23: Key performance indicators



6 CONCLUSION

This deliverable 9.3 “Dissemination and Communication Strategy Update” builds upon the foundations laid in D9.1 “Dissemination and Communication Strategy”, reflecting the project's evolving priorities and achievements up to M18. It provides an overview of the tools, channels, target audiences, and key messages used to maximize the visibility and impact of BATTERY2LIFE.

The deliverable ensures an effective and responsive communication updated approach by fostering strong stakeholder engagement and enhancing collaboration with related European initiatives through targeted dissemination and clustering activities.

The deliverable remains a living document that will be adapted according to the project's phases and outcomes.



7 REFERENCES

- [1] European Commission (2022). Communicating about your EU-funded project. https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en#six-reasons-to-communicate-about-your-eu-funded-project
- [2] Greenberg, B. S.; Salwen, M. B. (2008). Mass communication theory and research: Concepts and models. In *An integrated approach to communication theory and research*. pp. 61–74
- [3] BATTERY2LIFE Consortium. BATTERY2LIFE Grant Agreement. Section 2.2.1 “Strategic Plan for Battery2Life Communication and Dissemination”.
- [4] Annotated Grant Agreement. Open Science: Open access to scientific publications. p371-374. https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf

8 ANNEXES

ANNEX 1: DISSEMINATION PROCEDURES AND EU ACKNOWLEDGEMENT

Project presentations

For project presentations in **conferences or seminars/webinars**, partners should notify the project dissemination manager (Maria Tsirigoti maria.tsirigoti@iccs.gr) **at least 15 days before** the presentation (*according to the G.A, COMMUNICATION, DISSEMINATION, OPEN SCIENCE AND VISIBILITY (— ARTICLE 17), p 10-11*). Any **objection** by other partners regarding the planned presentation should be given within **10 days after the notification**.

To ensure the visibility of participation in events partners should consider the following:

Before the event:

- Send the event information via email (to the dissemination manager) so it can be disseminated via the project's social media and the website.
- Use the appropriate template, logos, EU-funded disclaimer and other guidelines presented in this document.

During the event:

- Make sure to take pictures of your participation.
- If sharing on social media, do not forget to tag BATTERY2LIFE official pages ([@battery2life_eu](https://twitter.com/battery2life_eu), [BATTERY2LIFE Project](#))

After the event:

- Send the project's dissemination manager the pictures/ videos and the ppt of your presentation from your participation in the event.
- **Fill out the [monitoring tool](#)* with all the relevant information.**

Scientific papers (in conferences or journals)

When an opportunity is identified:

- Register the request in **the [monitoring tool](#)* with all the relevant information, at least 30 calendar days in advance.** (*according to CA, SECTION 8.4.2 Dissemination of own (including jointly owned) Results*)
- Share the abstract/draft paper/draft poster, etc., and more detailed information with the project's dissemination manager who will send the information and request within **2 working days** to the Consortium partners for approval, modification and request for extra information/clarifications or rejection.

The **Consortium partners** will have **20 calendar days to reply; no response is considered as approval**. The dissemination manager then informs the initiator and the Project Coordination team about the decision.

In case of Approval

The initiator may proceed with the submission planned publication

In case of Conflict or Objection

Any Consortium member can object to proposed academic publication in cases of overlaps or risk of disclosure of restricted or confidential information. The objection has to include clear reasoning as well as a precise request for necessary modifications. The issue is discussed among the Coordinator and the involved partners

Acknowledgement in the communication activities and publications

Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), **dissemination activities and any infrastructure, equipment, vehicles, supplies or major result** funded by the grant agreement **must acknowledge EU support and display the European flag** (emblem) **and funding statement** (translated into local languages, where appropriate):

1. Please download the flag [here](#). You can also find the EC acknowledgement on [BATTERY2LIFE teams**](#).
2. Add the funding statement:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

3. Also, since our associated partners are being funded by a different funding source, you are kindly requested to add the State Secretariat for Education, Research and Innovation SERI logo, as well. **According to article 17.2 of the Horizon Europe Model Grant Agreement, acknowledgement of other “sponsors” can be displayed next to the EU logo but not more prominently and visibly than the EU logo.**

Please download the SERI logo [here](#). You can also find the SERI acknowledgement on [BATTERY2LIFE teams**](#).

Sample use of logos:



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



Notes

◆ Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority. (G.A, art 17.1)

◆ Please also note that publication fees are only eligible when publishing in full open access publishing venues (venues in which the entire scholarly content is openly accessible to all) and not in hybrid venues. (Annotated Grant Agreement, pg282)

*The monitoring tool is presented in ANNEX 5 and it's only accessible by the BATTERY2LIFE consortium partners.

** The BATTERY2LIFE teams is accessible only to the consortium partners.





ANNEX 3: JOINT WORKSHOP AGENDA



Battery Innovations for a Sustainable Europe: Key Insights from six Horizon Europe Projects

In a nutshell

The [BATTERY2LIFE](#), [BIG LEAP](#), [BATMAX](#), [NEXIBAT](#), [REINFORCE](#), [ENERGETIC](#) projects are part of the broader effort within the Horizon Europe framework to drive sustainable, reliable, and innovative solutions for battery management and second-life applications, ultimately contributing to the European Union's goals for a greener, more circular economy.

The projects address the evolving needs of battery management, particularly with respect to advancing battery systems and enabling second-life (SL) applications. They share common themes of innovation in **Battery Management Systems (BMS)**, **sustainability**, and the integration of **second-life batteries (SLBs)** into **stationary energy storage systems (ESS)**.

Purpose

- **Enhance Communication and Dissemination:**
Collaborative efforts between projects will create synergies in communication and dissemination activities and the projects will amplify their visibility and outreach to a broader audience.
- **Share Knowledge and Best Practices:**
The projects will exchange knowledge, experiences, and best practices among its members. This collective approach will help foster innovation and improve the effectiveness of each project, ensuring that valuable insights are shared and adopted across the board.
- **Maximize Impact:**
By coordinating activities and working together, the projects aim to achieve a greater collective impact than individual projects could accomplish alone. This includes influencing policy decisions, engaging with key stakeholders, and making meaningful contributions to the development and advancement of battery technology.

Info

Date: 2 December 2024

Time: 10:00-12:30 CET

Agenda

	Time slot	Description	Speaker
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Opening remarks	10:00	AEIMIS moderator	Rocío García
Project Session	10:10-10:30	BATTERY2LIFE	Dr Angelos Amditis , Research & Development Director of the Institute of Communication and Computer Systems (ICCS) BATTERY2LIFE Coordinator
	10:30 –10:50	BIG LEAP	Costantino Laureanti BIG LEAP Coordinator
	10:50-10:55	Q&As	
	10:55-11:15	NEXTBAT	Mikko Pihlatie, Coordinator of the NEXTBAT project, Research Professor at VTT
	11:15-11:35	REINFORCE	Luís Oliveira, Research Coordinator of Product Life Cycle Intelligence and Additive Manufacturing Systems at INEGI REINFORCE Coordinator
	11:35-11:40	Q&As	
	11:40-12:00	BATMAX	Mikko Pihlatie, Coordinator of the BATMAX project, Research Professor at VTT
	12:00-12:20	ENERGETIC	Ahmed Samet, Coordinator of the ENERGETIC project, Research professor at INSA Strasbourg
	12:20-12:25	Q&As	
Closing remarks	12:25-12:30	AEIMIS moderator	Rocío García



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ANNEX 4: STAKEHOLDERS GROUP CONSENT FORM



BATTERY2LIFE

We seek professionals to join our Stakeholder Group List. We have identified 8 relevant categories of stakeholders to liaise with:

- Battery manufactures and suppliers
- 1st & 2nd life batteries customers
- Scientific & research community
- Public bodies & policy makers
- Relevant EU projects
- Standardization community
- Media
- General public

If you are interested in joining us, please keep in mind that the BATTERY2LIFE project consortium will contact you for dissemination, exploitation and liaison activities. You will get:

- Invitations to the upcoming BATTERY2LIFE project's events (meetings, webinars, final event)
- The project's newsletter (every six months)
- Surveys related to the project

We are kindly asking you to fill in your contact details in the appropriate table and the consent box, below.

• **Consent Box (Yes/No)**

I consent to my contact details (Name, Function, <u>Organisation</u> , Email) being included in the Stakeholders Group list and being visible to the project's consortium partners and the related representatives of the European Commission.	
I understand that I can leave the Stakeholders Group at any time by sending a request at: info@battery2life-project.eu	
I understand that if I have any questions seeking further clarification, I am free to contact: info@battery2life-project.eu	

• **Contact Details' Table**

Function & Organisation	Name and E-mail of contact person	Stakeholder category*


*Relevant categories of stakeholders

- Battery manufactures and suppliers
- 1st & 2nd life batteries customers
- Scientific & research community
- Public bodies & policy makers
- Relevant EU projects
- Standardization community
- Media
- General public

Thank you for joining!

The BATTERY2LIFE team.

ANNEX 5: MONITORING TOOL SAMPLE

 <p>BATTERY2LIFE</p> <p><u>Instructions for an appropriate use of the spreadsheet:</u></p> <p>The fields with * are mandatory for reporting purposes, so please always fill them. Fields that have specific categories are identified with drop-down lists.</p> <p>1. Column A: Please DO NOT specify the name of the presenter. Just name the organisation is sufficient</p> <p>2. Column B: Choose from the drop-down list one option which best corresponds to the communication activity. If you do not find an appropriate one, choose 'Other'</p> <p>3. Column C: Give the exact name of the event, or activity. You may also include the title of the presentation.</p> <p>4. Column E: Choose a category from the drop-down list. If there was a mixed audience, please select the most predominant one.</p> <p>5. Column H: If available, always provide a link.</p>							
Partner	Communication channel * choose from the drop-down list	Communication activity name *	Description *	Target audience * choose from the drop-down list	Status of the activity * choose from the drop-down list	Outcome *	Website
ICCS	Social media	LinkedIn post	social media post about the KoM	Citizens	Delivered	raise project's awareness	https://www.linkedin.com/feed/update/urn:li:activity:6251624140254624/
ICCS	Social media	Twitter post	social media post about the KoM	Citizens	Delivered	raise project's awareness	https://twitter.com/ISENSE_GROUP/status/17500553333119
ICCS	Social media	Twitter post	social media post about the KoM	Citizens	Delivered	raise project's awareness	https://twitter.com/ISENSE_GROUP/status/17497065273740
ICCS	Social media	Twitter post	social media post about the beginning of the project	Citizens	Delivered	raise project's awareness	https://twitter.com/ISENSE_GROUP/status/17479177556907
ICCS	Website	website post	website post about the project's launch	Citizens	Delivered	raise project's awareness	https://www.iccs.gr/battery2life-a-brand-new-project-the-horizon/
ICCS	Social media	LinkedIn post	social media post about ICCS work within the project	Citizens	Delivered	raise project's awareness	https://www.linkedin.com/feed/update/urn:li:activity:954253551845376/
ICCS	Social media	Twitter post	social media post about ICCS work within the project	Citizens	Delivered	raise project's awareness	https://twitter.com/ISENSE_GROUP/status/17551875490920
Etelatár innovation	Social media	LinkedIn & Twitter post	social media post introducing B2L and the press release 01	Citizens	Delivered	raise project's awareness	https://twitter.com/etelatar_world
Etelatár innovation	Press release	Press Release 01 Published on website & social media	Press Release 01 Published on website & social media	Industry, business partners	Delivered	raise project's awareness	https://etelatar.com/battery2life
Etelatár innovation	Website	Website Section Etelatár Innovation	A dedicated page has been created on the Etelatár innovation website, linking to the main project website.	Industry, business partners	Delivered	raise project's awareness	https://etelatar.com/battery2life
Etelatár innovation	Social media	LinkedIn & Twitter post	social media post reporting on the KOM in Athens	Citizens	Delivered	raise project's awareness	https://www.linkedin.com/feed/update/urn:li:activity:5969014286987266
ICCS, PPC, SLG	Press release	Press release	Press release	Citizens	Delivered	raise project's awareness	https://zenodo.org/records/10776593
	Media article	press clippings from the Joint press release	joint press release	Citizens	Delivered	raise project's awareness	https://www.dinontas-mia-deyteri-eykairia-stis-mpataries-torlon-ochimaton/
	Media article	press clippings from the Joint press release	joint press release	Citizens	Delivered	raise project's awareness	https://mpataries-2hs-zohs-gia-ilektrika-ohimata-batterml
	Media article	press clippings from the Joint press release	joint press release	Citizens	Delivered	raise project's awareness	https://www.energymag.gr/ilektrikinis/93653_bate-mpataries-deyteris-zois-gia-ilektrika-ohimata
	Media article	press clippings from the Joint press release	joint press release	Citizens	Delivered	raise project's awareness	https://politicalbank.gr/dinontas-mia-defteri-efkairi-bataries-ton-ilektron-ochimaton/
	Media article	press clippings from the Joint press release	joint press release	Citizens	Delivered	raise project's awareness	https://www.dinontas-mia-defteri-efkairi-bataries-ton-ilektron-ochimaton/