

# HYP BATT

Hyper powered vessel battery charging system

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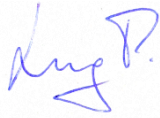
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## LIST OF ABBREVIATIONS

Abbreviation	Word
AB	Advisory Board
AGA	Annotated Model Grant Agreement
D	Deliverable
EC	European Commission
EU	European Union
EV	Electric Vessel
EVSE	Electric Vessel Supply Equipment
GA	General Assembly
M	Month
MS	Milestone
MW	Mega Watt
N/A	Not Applicable
R&D	Research & Development
SOC	State of Charge
T	Task
WP	Work Package
WPL	Work Package Leader
WPLB	Work Package Leader Board



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## LIST OF ACRONYMS

Acronym	Name
HYPOBATT	HYper POvered vessel BATTERY charging system

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## 1. EXECUTIVE SUMMARY

Communication and dissemination are a core part of the HYPOBATT project. To maximize the impact, the HYPOBATT partners will ensure that project activities, news and results are communicated to the relevant stakeholders in a clear, consistent, and effective manner. To clarify and publicize the objective and strategy of the HYPOBATT project, the Communication and Dissemination Plan (T8.1) will detail and summarize the main objectives for the communication and dissemination of the HYPOBATT project. [1]

This document will serve as a reference to the project partners when conducting HYPOBATT communication and dissemination activities and provides a structured plan of dissemination and communication activities within the boundaries of the project. Moreover, it acts as the base document on which the dissemination and communication processes are based. The plan includes a timeline of the summarized activities and describes the possibilities of monitoring.

This first part (Section 3) of the document presents information about the Consortium and the type of partners involved in this project including their specific roles within the project.

The second part (Section 4 and 5) describes the Dissemination and Communication activities within the HYPOBATT project, the aims of the mentioned activities, their target groups and planned results.

The third part includes (Section 6 and 7) a roadmap and will describe the monitoring process of dissemination activities and guidelines on how to ensure the long-term impact on the HYPOBATT.

The plan will be used by the Consortium and will be updated regularly during the life cycle of the project ensuring the maximum impact on stakeholders and public perception.

## 2. ABOUT HYPOBATT

The transport sector is responsible for about 23% of CO<sub>2</sub> emissions and is thus a significant source of climate-damaging greenhouse gases. After road and air transport, a significant amount of global CO<sub>2</sub> emissions is contributed by shipping. On the way to a climate-friendly future, it is crucial to find ways to reduce these emissions. The HYPOBATT (Hyper powered vessel battery charging system) project has brought together 18 key players from the European maritime sector. The aim of this project is to develop a fast-charging system for ships and demonstrate it at selected locations such as the ferry service between the North German ports of Norddeich and Norderney i.e., will be electrified first. For this purpose, HYPOBATT will supply a modular, fast and simple multi-megawatt charging system that will enable the ships to be connected to the charging station and charged within a very short time after docking. Due to the intended modularity of the port-side charging stations, electrified port vehicles should also make use of this infrastructure in further steps, thus reducing the overall CO<sub>2</sub> balance of a port. Further goals of the project are the standardization of the fast-charging system for ferries as well as the development of new business models for battery-powered boats, which should make electric ferry operations safer, faster and more sustainable at other locations in the future. [1]

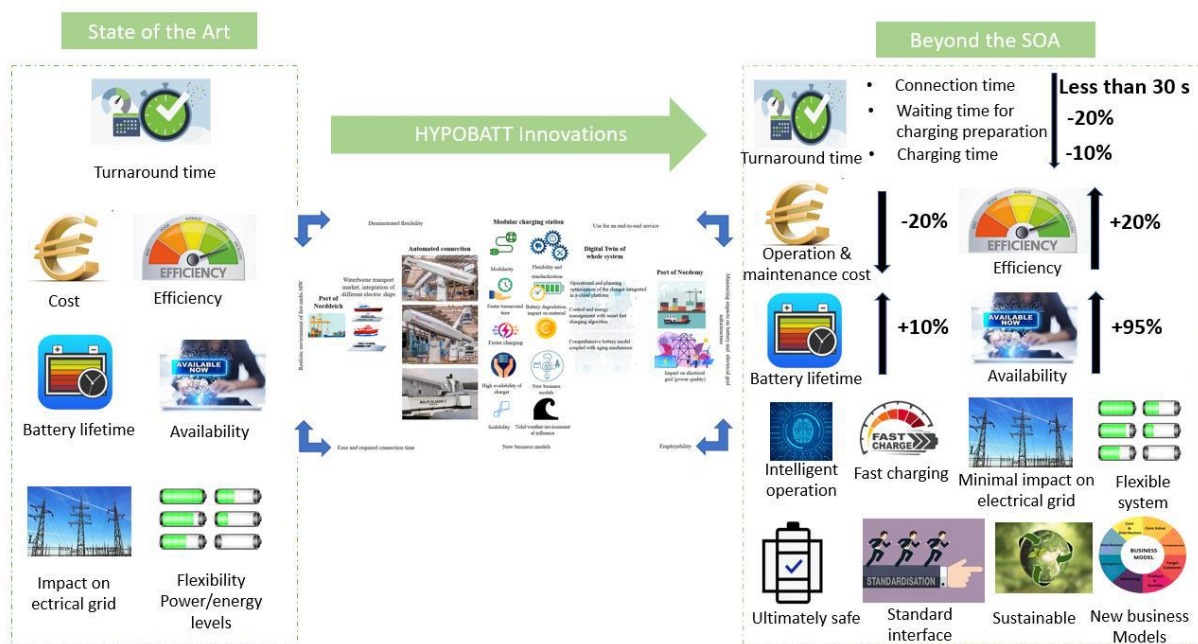


Figure 1: HYPOBATT Innovations

## 2.1 Objectives

The HYPOBATT consortium is configured to bring the maximized impact on the electrification of the maritime sector while increasing Europe’s technological lead and competitive advantage within the electric shipping market. The project will ensure a scaling of the results to the wider European context and the main results will ensure scalability and replication and will enlighten the challenges and opportunities on the whole value chain from improved charging system operation to the coupling of the energy markets [1].

### 2.1.1 Objective 1

The first objective is to realize, demonstrate and assess the performance of the Hyper powered vessel battery charging system in the port of Norddeich and the port of Norderney in Germany. This will be achieved by developing of hyper vessel charger in one port which are compatible with other ports and a variety of vessels, and to show the practical use for an end-to-end service between the ports.

Table 1: Objective 1 key performance indicators [1]

	Target at project end
<b>Demonstrated performance</b>	<ul style="list-style-type: none"> <li>95% charger availability</li> <li>50% compact charger compared to existing solutions</li> <li>Demonstrating the performance of the whole charging infrastructure</li> </ul>
	<ul style="list-style-type: none"> <li>Improving overall efficiency by 20% through:                             <ul style="list-style-type: none"> <li>Innovative and reduced energy consumption of charger cooling system by at least 5% and improved efficiency of cooling system by 10%</li> <li>Improving efficiency sweet spot of the system by 10% with modular approach</li> <li>Reducing charging losses by 50%</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>Compatible solutions with other ports and vessel types</li> </ul>
<b>Turnaround time E-Ferry application</b>	<ul style="list-style-type: none"> <li>Less than 30 seconds of connection after safe mooring by innovative automated connector development</li> <li>Reducing the at least 20% waiting time for charging preparation</li> <li>Reducing the charging time by 10% compared to the current processes and not to add more time.</li> </ul>
<b>System operation</b>	<ul style="list-style-type: none"> <li>Intelligent operation and planning</li> <li>Reducing at least 20% waiting time</li> </ul>
<b>Operation and maintenance cost</b>	<ul style="list-style-type: none"> <li>Reducing operation and maintenance cost by 20%</li> </ul>

## 2.1.2 Objective 2

The second Objective is to achieve market competitive operational performance compared to a conventional, non-electric vessel and assess the feasibility of the more wide-spread deployment of fast, high power electrical charging of vessels in European ports.

Table 2: Objective 2 key performance indicators [1]

	Target at project end
<b>Electric Vessels (EV) Batteries</b>	<ul style="list-style-type: none"> <li>Improving battery lifetime by 10% through intelligent optimal charging profile</li> <li>Optimizing charging profile according to the existing battery chemistry (NMC, LTO, LFP) through innovative optimal pulse power charging algorithm.</li> <li>Increasing EU technological competitiveness on fast charging technology by increasing TRL from 4 to 7 and developing</li> <li>New business models for hyper vessel chargers considering future development and energy infrastructure at the ports</li> <li>Increasing the technical and economic viability of battery electric shipping</li> </ul>
<b>Employability</b>	<ul style="list-style-type: none"> <li>Nondisruptive in application</li> </ul>
<b>New business model and path to TCO reduction</b>	<ul style="list-style-type: none"> <li>Forster the path to improve TCO reduction</li> <li>Reducing operation and maintenance cost by 20%</li> </ul>
	<ul style="list-style-type: none"> <li>Identifying multiple business models that could be adopted to transition towards green and circular economy</li> </ul>

### 2.1.3 Objective 3

The third Objective is to achieve the interoperability, compatibility harmonization and standardization.

Table 3: Objective 3 key performance indicators [1]

	Target at project end
<b>Standardisation</b>	<ul style="list-style-type: none"> <li>Regulatory framework proposed to standardisation</li> </ul>
<b>Grid voltage</b>	<ul style="list-style-type: none"> <li>Compatible with each distribution grid in EU and demonstrated for 2 different ports</li> </ul>
<b>EVSE-ACD-EV EV Automated contacting device (ACD)</b>	<ul style="list-style-type: none"> <li>Standardized and interoperable between different combinations EV-EVSE</li> </ul>
<b>Back-office communication</b>	<ul style="list-style-type: none"> <li>Proposal for a standardized solution</li> </ul>
<b>Feasibility assessment towards widespread deployment of fast high power electrical charging</b>	<ul style="list-style-type: none"> <li>Having fellow ports (Valencia and Baltic Sea ports) to assess replicability to other ports</li> </ul>
<b>Compatibility towards various waterborne applications beside standardization</b>	<ul style="list-style-type: none"> <li>Design of an innovative charge receiver that can be integrated in different vessel types</li> </ul>

### 3. THE CONSORTIUM

HYPOBATT brings together leading European multidisciplinary organisations in fields of conventional energy generation, transmission and distribution, port system operators, world-leading utilities, energy suppliers, research organisations and technology providers will complement each other and provide the required profiles, expertise, and facilities to successfully achieve the project objectives. [1] [2]



Figure 2: The Consortium-Map

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 Coordinator and Lead of WP9 Project Management

**heliox**

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 Lead of WP3 Design & development of hyper vessel charger

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**FUNDACION DE LA COMUNIDAD VALENCIANA PARA LA INVESTIGACION, PROMOCION Y ESTUDIOS COMERCIALES DE VALENCIAPORT (FV)**, Spain



**RINA SERVICES SPA (RINA-S)**, Italy  
Lead of WP7 Standardization and  
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CENTER (RSTER)**, Belgium



**BRUSSELS RESEARCH AND INNOVATION  
CENTER FOR GREEN TECHNOLOGIES  
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**FUNDACION CENTRO TECNOLOGICO  
SOERMAR (SOERMAR)**, Spain



**FLANDERS MAKE (FLANDERS MAKE)**,  
Belgium



**IMECAR ELEKTRONIK SANAYI VE  
TICARET LIMITED SIRKETI (IMECAR)**,  
Turkey



**COMMISSARIAT A L ENERGIE ATOMIQUE  
ET AUX ENERGIES ALTERNATIVES  
(CEA)**, France



rhoe

**RHOE (RHOE)**, Greece  
Lead of WP2 Digital Twin



**STEMMANN-TECHNIK GMBH (STT)**,  
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Lead WP4 Development of infrastructure,  
testing integration



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Communication



**FUNDACJA MOTUS (MOTUS)**, Poland



**AKTIENGESELLSCHAFT REEDEREI  
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Lead WP5 Demonstration and validation



**DAMEN RESEARCH DEVELOPMENT &  
INNOVATION BV (DAMEN)**, Netherlands  
Lead WP1 Use case definition, specs and  
Requirements



**OTASKI ENERGY SOLUTIONS LTD**, UK  
Lead WP6 Business Model and Stakeholder  
Engagements



**UNIVERSITY of Strathclyde**, UK



## 4. INTRODUCTION TO DISSEMINATION AND COMMUNICATION ACTIVITIES

The dissemination and exploitation plan ensures that the project process and results reach effectively to the relevant stakeholders and involve them at every relevant stage of the project.

Dissemination and communication activities are processes that take place in parallel with the project throughout its lifetime. This report demonstrates the methodology and the different media and communication channels that will be used throughout the project to keep all relevant stakeholders updated.

### 4.1 Communication & Dissemination

In order to maximise the impact, HYPOBATT partners will provide targeted information to different audiences (including the public and the media). This will be done through a planned strategic Communication and dissemination plan. Within this framework, dissemination and exploitation activities are a way of showcasing the work done within the Horizon2020 project, *"Dissemination is about spreading information about project achievements and results as widely as possible."*

Dissemination in general is the planned strategy to inform various target groups and key stakeholders about the project process, activities and results by using different dissemination channels at local, regional, national, EU and international levels.

Table 4 Communication & Dissemination activities

	Dissemination	Communication
<b>Objectives</b>	Public disclosure of results	Promotion of the project and its results
<b>Audience</b>	Target groups, such as scientific communities, industry stakeholders, policy-makers, etc.	General public, including EU citizens, civil society and mass media
<b>Language</b>	Scientific language	Non-specialised language
<b>Channels</b>	Peer-review journals, scientific conferences, online repository of results, etc.	TV channels, radio, newspapers, generalist website, newsletters, etc.

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## 4.2 Exploitation

The exploitation serves to maximise the potential of the funded activities. For this purpose, each partner receives an exploitation plan corresponding to its field of expertise. This should ensure that the project results can also be used after the end of the funding period and to influence future projects. The following chapters describe concrete requirements and measures as well as a timetable of communication, dissemination and exploitation activities. In general, the following objectives are defined for the HYPOBATT dissemination plan:

- To make the HYPOBATT project known to a broad public.
- To maintain interest in the project and its developments.
- To reach the specified target groups and inform them about the working methods and results.

This document sets out dissemination objectives, dissemination tools and the relevant target groups to which the activities are directed. It clarifies the responsibilities and roles within the project consortium and the timetable for the implementation of the activities.

## 4.3 Target Groups

This section presents the main target groups of the HYPOBATT project.

### **EU and national energy regulators as well as Policy makers**

Policy makers such as:

- Public authorities
- European Union / European Commission
- High-level officials from EU
- National Governments

Are important stakeholders for HYPOBATT, as they have the executive power to promote the implementation of HYPOBATT's results. For this reason, close cooperation with policy makers will be sought during the project's lifetime. Through the preparation of regular reports to the EC, policy-makers will not only be provided with recommendations but will also be involved at the early stages of the project to gain more accurate and deeper insights into emerging developments to make informed decisions for future developments.

Policy makers are involved in local workshops and other dissemination activities, such as EC policy events.

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## Standardisation bodies

The standardisation of MW chargers is one of HYPOBATT's key objectives. To make this as sustainable as possible and to simplify future projects in this area, standardisation bodies are informed about the current project progress at an early stage and included in decisions.

Standardisation bodies such as:

- [International joint standardization workgroup on electrical connection IEC 80005 \(IEC TC18 JW28\) and conductive charging, IEC61851 \(IEC/TC 69\)](#)

Will be involved in local workshops and other dissemination activities such as lectures and regular meetings.

## Horizon Europe Climate, Energy and Mobility program, Related networks and initiatives

To Promote the projects mission, activities and results to a wider group of relevant stakeholders and their networks, HYPOBATT's communication and dissemination strategy will be targeted both, contacts from fellow projects and projects funded under the same call topic as well as European clusters and networks such as:

- [Seabatt](#)
- [Assured](#)
- [EALING](#)
- [LIBERTY](#)
- [ELMAR](#)
- [REACTION](#)
- [GHOST](#)
- [BATTERIES2020](#)
- [Current Direct H2020](#)
- [NAVAIS](#)
- [Charin](#)
- [European network of maritime clusters](#)
- [The European Ships and Maritime Equipment Association](#)
- [European Maritime Safety Agency](#)
- [Center of Maritime Technologies](#)

## Maritime Industry and Organizations and Associations of ports

The results of HYPOBATT are of interest to Industrial representatives such as:

- Vessel and Battery manufactures and related industries
- Business Associations
- Applied researchers and experts in industry
- Shipping Companies / Vessel owners such as:
  - [BC Ferrys](#)
  - [Fjord1](#)
  - [Scandlines](#)
  - [PolFerry](#)
  - [basto-fosen](#)

- 
- [Baltic Ports Organization](#)
  - [European Sea Ports Organisation](#)
  - [MEDports Association](#)

Results that are of interest to this target group are disseminated through participation in conferences, workshops and publications. General information can be obtained through the public website, newsletters and press releases.

### **Scientific Community**

The results of HYPOBATT are of interest to researchers who are already engaged in e-mobility or plan to do so. The following groups of people are particularly noteworthy:

- Researchers working on / interested in the topic, such as:
  - [Institut für Schiffbau und Maritime Technik, FH Kiel](#)
  - [Maritime Research Institute Netherlands](#)
  - [Institut for Maritime and transport technology, Delft](#)
- Experts in this field
- Academic communities
- Students (Master thesis or PhD)

The results, which are of interest to the scientific community, will be disseminated through participation in conferences, workshops, lectures and the publication of scientific articles.

Workshops and lectures will be produced in WP8 while content for publications will be produced by all partners.

### **General public**

To create a broad acceptance for HYPOBATT and also future e-mobility projects among the population, a high degree of public relations work and transparency is aimed.

The general public will be informed by articles in general media, laymen-style press releases (e.g., in the HEU Research Magazine, the public website and via social networks (LinkedIn, Twitter, Instagram and YouTube).

---

## 4.4 Dissemination Objectives

THI is the lead organisation for the EU dissemination process. Meanwhile, all consortium partners are responsible for national dissemination. The basic suggestions for an efficient and effective dissemination process in terms of content are:

- Use clear language appropriate for the target groups. It is important to define and formulate the content of our projects in language acceptable to the target groups.
- All publications should take into account the defined key messages and benefits of the project outcomes for the respective target groups.
- Direct recipients: To ensure that dissemination messages reach the right contacts in the target institutions to achieve a productive exchange on the project's content and results.
- All HYPOBATT materials/results/communications produced should be published under a consistent image, both in terms of design and content. A visual identity will be created to achieve this uniformity.
- Publications should be formulated and designed to be adaptable to different national backgrounds and contexts.
- Visibility of communication activities should include the display of EU and project issues and the disclaimer. (see 11.2)

The aim here is to disseminate information about the project and to ensure the visibility of project materials, events, publications and meetings. The specific dissemination objectives of HYPOBATT are:

- Build networks with local key players from public and industrial research institutions, civil society organisations and public authorities, and promote different communication channels with stakeholders.
- To inform/stimulate discussions and feedback from policy makers and stakeholders on the results and products of the project.
- Increase public awareness of HYPOBATT.

## 4.5 Timeline for the dissemination and communication strategy

The following timeline has been designed for the dissemination and communication objectives previously defined in a timely manner:

Table 5: Timeline for the dissemination and communication strategy

Month	Activities	Tasks	Actions
1 – 6	Planning Activities	Identify the dissemination strategy and plan to ensure the best impact of HYPOBATT	<ul style="list-style-type: none"> <li>• Creation of website and social media presence</li> <li>• Creation of the visual Identity and required documents</li> </ul>
6 – 42	Implementation Phase	Produce informative content to diffuse key messages extracted from the ongoing project work to build curiosity among stakeholders and the public.	<ul style="list-style-type: none"> <li>• Updating continuously the public website and social media</li> <li>• Creation of Newsletter which will be posted every 6 months</li> <li>• Present results on conferences, through peer reviewed papers and lectures</li> </ul>
6 – 42	Monitoring Activities	Carefully analyse the impact and the success of dissemination activities.	<ul style="list-style-type: none"> <li>• Monitoring of the used tools (see Section 6.2)</li> </ul>
30 – 42	Sustainability	Identify and set up the mechanisms needed to ensure the durability of HYPOBATT.	<ul style="list-style-type: none"> <li>• Final results and exploitable results overview distributed through social media and project website and via publication, lectures and events</li> <li>• Public website will continue to be maintained after the project period for 2 years</li> </ul>

At the time of writing the deliverable at hand we are in line with the timeline presented in Table 6. The Kick-Off Meeting took place in September 2022. Social media channel have been created and are online. The website will go online begin of December 2022. A project overview explaining the projects goals, the concept and listing partners involved. These channels are updated continuously.

The next step will be to identify appropriate messages to disseminate the results from the Work Packages and Innovations to the defined target groups. The selected dissemination tools and channels to disseminate the results are further detailed in section 5. A Roadmap for the Dissemination and Communication activities is given in Table 15: Roadmap for the Dissemination and Communication activities.

## 5. TOOLS FOR HYPOBATT COMMUNICATION AND DISSEMINATION PLAN

Communication and Dissemination activities will be monitored and coordinated by THI, meantime all partners are responsible for dissemination at the local, regional and national level. The planned activities in the dissemination plan will be monitored by the WP-Leader and reported via a dissemination report (M18 and M42). A detailed reporting and evaluation concept will ensure that the dissemination activities can be regularly checked and optimized. The impact and range of the dissemination activities will be analysed during online and face-to-face meetings with all Partners. [1]

For successful dissemination, both internal and personal contacts of the consortium are used, as well as different tools of communication with the target groups (for example, traditional dissemination tools in combination with Web2.0 dissemination tools).

Table 6: Tools for HYPOBATT Communication and dissemination Plan

	Activities		Channels	
	Communication	Dissemination	Communication	Dissemination
<b>Publications</b>	Non scientific Publications	Scientific publications	Press release e-Newsletter News sites articles Blogs	Articles in scientific magazines and blogs
<b>Events</b>	Events for the general public	Stakeholder events	Open Doors Public talks	Market showcase B2B networking
<b>Online</b>	Online promotion	Online disclosure of results	Generalist website Social media	Online repository of results Social media
<b>Meetings</b>	Two-Way exchanges with citizens	Stakeholders engagement	Citizens Blog and Prizes Photo contest Surveys Interviews	Feedback sessions Industrial events Training sessions
<b>Media</b>	Mass media campaign	Presentations in scientific conferences	Newspapers Local TV's Radios	Scientific conferences, workshops and seminars
<b>Materials</b>	Promotional material	Conferences proceedings	Leaflet Brochure Poster	Publication of proceedings

The following chapters describe in detail the communication and dissemination tools which will be used in HYPOBATT project:

## 5.1 Visual Identity

The visual identity of the HYPOBATT project is fundamental for the project's dissemination. It is highly recommended to use professional corporate design in all material produced within the project to increase the project's recognition value (see Table 7: The elements of the visual identity).

Table 7: The elements of the visual identity

	Elements	Target groups
<b>Visual Identity</b>	Logo and Icon	All target Groups
	Word document template	
	PowerPoint Template	
	Letter Head	

The consortium should use these templates to ensure the cohesive public image and recognition of the HYPOBATT project.



Figure 3: Project Logo (left) and Icon (right)

## 5.2 Templates

The following Templates (see Table 8: Types of Templates) with the HYPOBATT Logo or Icon are prepared for partners to use:

- DIN A4 letterhead consisting of a Microsoft Word template
- PowerPoint Template to be used by all project partners containing HYPOBATT Logo, Horizon 2020 funding statement and EU flag, an indication of WP, partner organizations, place and time of the event.

Partners are advised not to change graphic elements and their position in the documents. The use of the templates will promote the recognition value of the project. All material will be made available on the shared area i.e., SharePoint.



Table 8: Types of Templates

	Elements	Target groups
<b>Templates</b>	PowerPoint	All target Groups
	A4 letterhead	

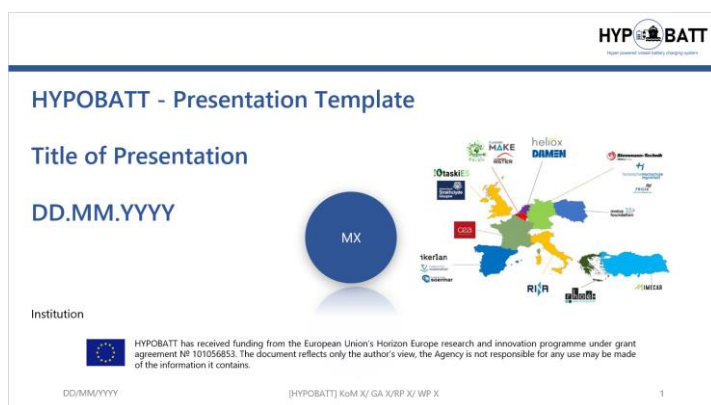


Figure 4: PowerPoint Template (left) and A4 Letterhead (right)

### 5.3 Website

The HYPOABTT public website: [www.hypobatt.eu](http://www.hypobatt.eu) will be the main tool for communication and dissemination towards the stakeholders and the public. The language of the website will be in English. It will be launched within the 4th quarter of the year 2022. The website will contain general information about the objectives, approach, expected results and Partners. Specific sections will be dedicated to the different target audiences. Publications and public deliverables will also be posted on the website. The website will be regularly updated to feature project progress, short news and participation in the setting of events. It will also contain links to the other project channels such as Twitter, YouTube, Instagram and LinkedIn.

Table 9: Hypobatt website and target groups

	Elements	Target groups
<b>Hypobatt Website</b>	Online website (with links to all relevant Social Media Accounts)	All target Groups

## 5.4 Press releases

The project team will publish 2 press releases at the start and at the end of the project, as well as covering special events (see Table 10: Press releases and target groups). Each one at the beginning and the end of the project, as well as covering special events. These will address a wide audience and will be spread through European Commission communication channels, including the huge networks of HYPOBATT partners and their websites and newsletters.

Table 10: Press releases and target groups

	Elements	Target groups	Channels of communication
<b>Press releases</b>	2 press releases in particular at the start and at the end of the project, as well as covering special events	All target Groups	<a href="#">LinkedIn</a> Newsletter <a href="#">Website</a> <a href="#">Instagram</a> <a href="#">Twitter</a> Partners networks

Partners will be asked to send proposals for topics for press releases regularly. THI, which has the Lead of this Task, will prepare a press release template in English for the consortium, project partners will adapt them to organisational requirements and distribute them through the national networks, informing THI about press releases sent.

## 5.5 Social Media Accounts

Social media activities will help increase the project's impact and relay information globally. Considering social media as powerful interactive tools, they will serve as a platform to discuss, comment, share, consult and suggest topics with different stakeholders at different levels. The different channels (see Table 11: Elements of Social Media) will be used regularly so that the different stakeholders are constantly updated on the progress of the project.

Table 11: Elements of Social Media

	Elements	Target groups
<b>Social Media</b>	<a href="#">LinkedIn</a>	All target Groups
	<a href="#">Twitter</a>	
	<a href="#">Instagram</a>	
	<a href="#">YouTube</a>	

The Business Network **LinkedIn** is the most relevant Network to spread the idea, progress and results of the HYPOBATT project. The HYPOBATT LinkedIn channel will provide followers with news, facts and pictures about twice a week. The channel is expected to grow steadily as a result of regular updates.

Besides LinkedIn, a **Twitter** and **Instagram** channel is created and will be updated at least once a week. These accounts will be used to inform the broader community about technical and less technical information. All posts will refer to the project's website.

Additionally, a **YouTube** channel has been created to disseminate promotional videos or relevant short clips on the web.

The management of all these tools will be implemented by THI. All partners will be asked to cooperate actively for the use of these tools, as it is an active way of stakeholder interaction.

## 5.6 Newsletter

Project Newsletters (Table 12: Newsletter and target groups) will be released, twice a year, to effectively bundle information updates and next steps to all interested stakeholders. The newsletter will be distributed by sharing it on the project's website and on the projects social media accounts. Additionally, it would be possible to share the Newsletter with contacts collected during the project activities (e.g., conferences and stakeholder meetings).

Table 12: Newsletter and target groups

	Elements	Target groups
<b>Newsletter</b>	Digital form	Media and other stakeholders

Via Newsletter the target groups will be regularly informed about technical information and the progress of the project work. THI will manage the editorial work and the distribution of the newsletter on all channels. THI will approach partners at appropriate time and will ask for their contribution. All partners are encouraged to provide content well in advance of the newsletter's publication i.e., timeline will be aligned between THI and respective partners.

## 5.7 Lecture Series and Workshop

To make the course and goals of the project available to a broad and interested public at an early stage. A lecture series is organised with a focus on all participating project partners. This is intended to increase public visibility and to make the legacy of the project available to a professional audience at an early stage. In addition, contact with students and experts will enable a lively exchange about the project's tasks. In addition, a workshop will be organised about halfway through the project to help deepen project findings and make them usable in the long term.

Table 13: Lecture series and workshop

	Elements	Target groups
<b>Lecture Series</b>	Weekly presentation from HYPOBATT partner during between November 2022 and February 2023	Scientific, industrial and academic community
<b>Workshop(s)</b>	Half-time workshop to share results and experiences with a professional audience (M21)	

Within the framework of the lecture series on electromobility, the project partners have the opportunity to present themselves and their field of activity within the HYPOBATT project. through direct interaction with students and interested persons, the public perception of the project as well as the interest and thus the acceptance can be increased. The first version of the lecture will run from November 2022 to January 2023, with a continuation planned at the end of the project.

In addition, internal and public workshops are planned and organised. for more detailed information, see Table 15: Roadmap for the Dissemination and Communication activities.

## 5.8 Scientific publications

One of the expected means of disseminating the project results will be scientific publications. All partners will publish the project-related results of their work in open-access journals. A plan can be drawn for scientific publications with the help of all partners in the next few months, when the first results from the ongoing project are available.

Table 14: Scientific publications

	Elements	Target groups
<b>Scientific publications</b>	Scientific publications will be published through an open-access route i.e., mostly in European Commission Journal	Scientific, industrial and academic communities as well as Research organisations

Based on research results scientific articles will be written by Research organisations of the consortium and will be published in research/scientific journals.

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## 5.9 Conclusions about the tools

During project activities, such as meetings, conferences, workshops, etc., partners are asked to produce photographic and audio-visual material that can be used for dissemination and communication channels of the project during the project cycle. The material should be shared through THI's internal cooperation platform (SharePoint). THI will take responsibility for the secure storage and use of this data.

## 6. ROADMAP AND MONITORING OF DISSEMINATION ACTIVITIES

The table presented in section 6.1 provides an overview about the planned project's dissemination activities, the goal or purpose of the activity, the audience to be reached and the according frequency. This sets a basis for verifying whether the project dissemination objectives have been met.

Main objectives of dissemination activities within HYPOBATT are:

- **Raising awareness** of the community on HYPOBATT activities, results / deliverables and on HYPOBATT partners;
- **Inform and educate** the community on the topical area of Battery Management/MW chargers/Electric vessels and ports and its Business Models
- **Engage the community** to get input / feedback;
- **Promotion and selling** of outputs and results to the community

To achieve these objectives this communication and dissemination plan is created. The planned activities are clearly mapped to their target audiences and purpose.

In order to ensure continuous dissemination throughout the project, the following points are to be considered as fixed agenda items at all regular project meetings:

- **Identify** activities, outputs and outcomes suitable for dissemination and appropriate dissemination methods/activities;
- **Monitoring** activities, outputs and outcomes for their use. Identify all relevant information to be kept under dissemination restriction. This must also be compatible with the Grand Agreement.

### 6.1 Roadmap of Dissemination and Communication activities

The following roadmap has been prepared to plan the communication and dissemination activities in a timely manner and to monitor them throughout the project's lifetime.



Table 15: Roadmap for the Dissemination and Communication activities

#	Dissemination activity	Purpose/goal	Stakeholder/audience	Planned frequency/KPI
1	Public HYPOBATT Website <ul style="list-style-type: none"> <li><a href="http://www.hypobatt.eu">www.hypobatt.eu</a></li> </ul>	Provide general information and project updates / results: <ul style="list-style-type: none"> <li>Raising awareness</li> <li>Inform and educate</li> <li>Engage</li> <li>Promotion and selling</li> </ul>	<ul style="list-style-type: none"> <li>All audiences</li> </ul>	The website is constantly updated throughout the entire duration of the project to ensure that it is always up to date. Our target is to reach $\geq 1000$ views/year
2	Press releases in relevant Media such as: <ul style="list-style-type: none"> <li>Local newspapers</li> <li><a href="#">Maritime Battery Forum</a></li> <li><a href="#">Shippax</a></li> <li><a href="#">Electrive</a></li> </ul>	Inform and educate Promotion and selling Raising awareness	<ul style="list-style-type: none"> <li>All audiences</li> </ul>	In particular at the start and the end of the project, as well as covering special events
3	Implement Social Media channels <ul style="list-style-type: none"> <li><a href="#">Twitter</a></li> <li><a href="#">Instagram</a></li> <li><a href="#">LinkedIn</a></li> <li><a href="#">YouTube</a></li> </ul>	General information (highlights, results, achievements): <ul style="list-style-type: none"> <li>Engage</li> <li>Inform and educate</li> <li>Raising awareness</li> </ul>	<ul style="list-style-type: none"> <li>All audiences</li> </ul>	The social media channels serve as an uncomplicated and direct channel of communication to a broad audience. They will be provided with news at least weekly and covering special events as well. Our target is to generate $\geq 1000$ Followers on each channel.
4	Prepare dissemination material for use in: General HYPOBATT presentation, leaflet, flyer, brochures, poster, Rollup	General information: <ul style="list-style-type: none"> <li>Raising awareness</li> <li>Inform and educate</li> <li>Promotion and selling</li> </ul>	<ul style="list-style-type: none"> <li>Scientific community</li> <li>Industry</li> <li>Media</li> <li>General Public</li> </ul>	A Basic set of dissemination material will be provided until M8 of the Project. Continuous updates keep these materials up to date.



#	Dissemination activity	Purpose/goal	Stakeholder/audience	Planned frequency/KPI
5	Creates key messages for each target groups	Defining and relaying the benefits and vision of the project – combined with results and innovations develop in HYPOBATT: <ul style="list-style-type: none"> <li>• Inform and educate</li> <li>• Promotion and selling</li> <li>• Raising awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific community</li> <li>• Industry</li> <li>• Media</li> <li>• General Public</li> </ul>	Creation of the key messages to reach every target group (mentioned in section M8 continuous update when necessary
6	Organization of General Assembly (GA) and Advisory Board (AB)	Knowledge exchange: <ul style="list-style-type: none"> <li>• Inform and educate</li> <li>• Engage</li> </ul>	<ul style="list-style-type: none"> <li>• Advisory Board</li> <li>• Interesting Stakeholders</li> <li>• Consortium members</li> </ul>	Regular physical meetings with all the partners involved are planned at least twice a year at 6-month intervals throughout the duration of the project. BRING is responsible for the organisation.
7	Workshops with Advisory Board	Knowledge exchange: <ul style="list-style-type: none"> <li>• Inform and educate</li> <li>• Engage</li> <li>• Raising Awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Advisory Board</li> <li>• Consortium members</li> </ul>	During the lifetime of the project, a workshop will be held at least once a year with the consortium members and the advisory board. The objectives here are to inform the members about the widening measures and to train them in a common public appearance.
8	Organization of workshops	Knowledge exchange: <ul style="list-style-type: none"> <li>• Inform and educate</li> <li>• Engage</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific community</li> <li>• Consortium members</li> <li>• Interesting Stakeholders</li> <li>• Industry</li> </ul>	It is planned that at least 1 public workshop/year, starting from M12, will take place during the project period. The aim is to make the project and its results known to the public and thus increase the acceptance of and interest in E-mobility.



#	Dissemination activity	Purpose/goal	Stakeholder/audience	Planned frequency/KPI
9	<p>Online publishing:</p> <ul style="list-style-type: none"> <li>• <a href="#">Public Website</a></li> <li>• online magazines (see #2 of this table)</li> <li>• local newspapers</li> <li>• newsletters</li> <li>• Social Media (see #3 of this table)</li> </ul>	<p>General Information:</p> <ul style="list-style-type: none"> <li>• Inform and Educate</li> <li>• Promotion and selling</li> <li>• Raising awareness</li> <li>• Engage</li> </ul>	<ul style="list-style-type: none"> <li>• All audiences</li> </ul>	<p>During the lifetime of the project, it is planned to publish at least 7 newsletters (Every half-year). This combined with News, updates and press releases will make the project and its results known to the public and thus increase the acceptance of and interest in E-mobility.</p>
10	<p>Disseminate results in appropriate conferences, exhibitions, trade fairs and other events. Presentations at events by EC, national governments or other stakeholders:</p> <p><a href="#">European Maritime Day 2023</a></p> <p><a href="#">Posidonia 2024</a></p> <p><a href="#">Meeting of "IEC/ISO/IEEE JWG28 Utility connection in port 2022-2024 editions</a></p> <p><a href="#">GreenPort Cruise &amp; Congress</a></p> <p><a href="#">Baltic Ports Conference</a></p> <p><a href="#">Day of the environment</a> in the Port of Valencia</p> <p><a href="#">The Smart Digital Ports of the Future conference 2023</a></p> <p><a href="#">ESPO Conference 2023</a></p>	<p>Knowledge exchange:</p> <ul style="list-style-type: none"> <li>• Raising awareness</li> <li>• Inform and educate</li> <li>• Engage</li> <li>• Promotion and selling</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific community</li> <li>• Maritime clusters</li> <li>• Industry</li> <li>• Interesting Stakeholders</li> </ul>	<p>It is planned that HYPOBATT will attend at least 12 public events such as conferences, exhibitions, trade fairs and other events during the project period. The aim is to make the project and its results known to stakeholders and industry to intensify B2B networking.</p>





#	Dissemination activity	Purpose/goal	Stakeholder/audience	Planned frequency/KPI
11	All partners of HYPOBATT will disseminate results on their own via brochures, their own homepages, new research projects, new customer projects and conferences. HYPOBATT will be presented at the network events of THI and MOTUS.	Transferring results as base for further developments, studies, new research projects, and base for new regulations: <ul style="list-style-type: none"> <li>• Raising awareness</li> <li>• Inform and educate</li> <li>• Engage</li> <li>• Promotion and selling</li> </ul>	<ul style="list-style-type: none"> <li>• Customers</li> <li>• Research audience</li> <li>• Cities</li> <li>• EC</li> <li>• standardization bodies</li> <li>• regulation authorities</li> </ul>	The partners are equipped with the appropriate dissemination materials and trained if necessary (see #4 and #7 of this Table). These activities are to be continued on an ongoing basis.
12	Open-Access publications in scientific journals and conference proceedings such as: <ul style="list-style-type: none"> <li>• <a href="#">Batteries</a></li> <li>• <a href="#">Batteries and Supercaps</a></li> <li>• <a href="#">Maritime Studies</a></li> <li>• <a href="#">Maritime Transport Research</a></li> <li>• <a href="#">Journal of Maritime Studies and National Integration</a></li> </ul>	Research and Development: <ul style="list-style-type: none"> <li>• Inform and Educate</li> <li>• Promotion</li> <li>• Raising awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific community</li> <li>• Industry</li> <li>• Academicians</li> </ul>	The innovations developed are to be made available to the scientific community in the form of articles in peer-reviewed journals. Over the lifetime of the project, approx. 5 - 10 articles should be produced.



#	Dissemination activity	Purpose/goal	Stakeholder/audience	Planned frequency/KPI
13	Involve and establish networks to disseminate public project findings and exchange knowledge with other research entities.	Knowledge transfer: <ul style="list-style-type: none"> <li>• Raising awareness</li> <li>• Inform and educate</li> <li>• Engage</li> </ul>	<ul style="list-style-type: none"> <li>• Advisory Board</li> <li>• Consortium Members</li> <li>• Other EU projects (see Section 4.3)</li> </ul>	Produce informative content to diffuse key messages extracted continuously from the ongoing project work to build curiosity among interesting stakeholders (start from M6)
14	Academic dissemination and exploitation (supporting PhD or Master theses work, giving lectures from results)	Teaching, support of master and PhD theses: <ul style="list-style-type: none"> <li>• Inform and educate</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific community</li> <li>• Students and PhD of universities</li> </ul>	Produce informative content to diffuse key messages extracted continuously from the ongoing project work to build curiosity among the scientific community (start from M6).
15	Online public lecture series	Teaching <ul style="list-style-type: none"> <li>• Inform and educate</li> <li>• Raising awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific community</li> <li>• Students and PhD of universities</li> <li>• Interesting Stakeholders</li> <li>• Industry</li> <li>• General Public</li> </ul>	At the start and the end of the project. One lecture (lasting approx. 30 min.) for each WP.
16	Project Podcast published on platforms like: <ul style="list-style-type: none"> <li>• <a href="#">Spotify</a></li> <li>• <a href="#">Apple Podcast</a></li> <li>• <a href="#">YouTube</a></li> </ul>	Knowledge transfer: <ul style="list-style-type: none"> <li>• Inform and educate</li> <li>• Raising awareness</li> <li>• Engage</li> <li>• Promotion and selling</li> </ul>	<ul style="list-style-type: none"> <li>• All audiences</li> </ul>	It is planned to produce one Season of a Project Podcast with 18 Episodes (start at M21)



#	Dissemination activity	Purpose/goal	Stakeholder/audience	Planned frequency/KPI
17	Provision of public deliverables and HYPOBATT presentation material	Knowledge transfer: <ul style="list-style-type: none"> <li>• Inform and educate</li> <li>• Raising awareness</li> <li>• Engage</li> <li>• Promotion and selling</li> </ul>	<ul style="list-style-type: none"> <li>• All audiences</li> </ul>	When accepted by EC, see Grant Agreement [1]
18	Final event	Knowledge exchange; Presenting project results: <ul style="list-style-type: none"> <li>• Engage</li> <li>• Inform and educate</li> <li>• Promotion and selling</li> <li>• Raising awareness</li> </ul>	<ul style="list-style-type: none"> <li>• All target Groups</li> </ul>	At the end of the project, regarding the presentation of the project results as well to give an outlook on a following project could start.

## 6.2 Monitoring of Dissemination and Communication activities

To constantly monitor the dissemination and communication activities presented in this report, the following statistics will be used.

Table 16: Monitoring statistics

Channel	Statistic for monitoring	Goals
<b>Website</b>	Number of Visitors	<ul style="list-style-type: none"> <li>• <math>\geq 12</math> updates/year</li> <li>• <math>\geq 1000</math> views/year</li> </ul>
<b>Social Media</b>	Number of Followers, Number of Likes, Shares and Comments	<ul style="list-style-type: none"> <li>• <math>\geq 100</math> updates/year</li> <li>• <math>\geq 1000</math> follower</li> </ul>
<b>Press Releases / Newsletter</b>	Number of downloads and number of sent newsletters	<ul style="list-style-type: none"> <li>• <math>\geq 500</math> Readers</li> </ul>
<b>Lecture Series / Workshops</b>	Number of participants (Ratio invitations/participants) and feedback received from the audience	<ul style="list-style-type: none"> <li>• <math>\geq 60</math> participants per Session</li> </ul>
<b>Publications</b>	Impact factor of the journal and number of citations	<ul style="list-style-type: none"> <li>• <math>\geq 5</math> citations per Article</li> </ul>

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## 7. LONG TERM IMPACT OF COMMUNICATION AND DISSEMINATION ACTIVITIES

The outcome of HYPOBATT dissemination activities should maximise the impact of the project findings on the different stakeholders as formulated in the project objectives. Such an impact can be achieved by working with different target groups based on personal and institutional, regional interests and needs.

To achieve this, all materials, web-based platforms and outputs will be made publicly available. Communication and dissemination activities will be designed to ensure that each type of stakeholder is reached and provided with personalised and directly usable information and materials.

HYPOBATT exploitation and dissemination activities are designed to ensure sustainability and further replication of the project results beyond the project lifetime. Namely:

- The website, including the project materials, will continue to be maintained after the project period for 2 years. After this time the website will be deleted.
- The know-how acquired, the business model and the model facility in Norddeich are available to a wider public.

The sustainability of the project is ensured by the following measures:

- Extensive promotion and dissemination of the project results and materials through various channels.
- The materials uploaded to the project and partner websites can be used even after the project is finished.
- The associated partners and the contacts established through our dissemination activities - especially the newsletter and social media contributions - will serve as a basis for a network of interested parties with whom further exchange and cooperation are possible.

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## 8. RESULTS AND DISCUSSION

The dissemination plan establishes the rules and guidelines on how the project will share its outcomes with the target groups and the according networks, policy makers, relevant institutions, organisations and stakeholders, and how it will contribute to the overall dissemination strategy.

The HYPOBATT consortium puts considerable resources into planning, setting up, executing, supporting and reporting dissemination of project results. The coherent plan for dissemination, aims to address a full range of stakeholders and multipliers.

The document at hand presents a solid basis for dissemination activities that has been set in the beginning of the project. This deliverable gives an overview of activities dedicated to information, engagement, awareness and promotion of the project.

With the existing set up of a database and the definition of all the relevant processes for management of the dissemination activities, a sound basis for the implementation and further measures has been set already in the beginning of the HYPOBATT project. The lists and databases used guarantee an optimal transfer of knowledge and information between all the project partners. All the processes also consider the requirements for documentation already in the beginning of the project – a fact that will save time and energy in later phases of the project also regarding data needed for the official reporting to EC.

Planned activities have started and will be maintained throughout the project. The described activities focusing on HYPOBATT results clearly will support both overall EC (European Commission) goals, incl. modularity, reusability, cost reduction etc., as well as overall HYPOBATT goals, aiming at comprehensively delivering HYPOBATT results to the market.

As mentioned, all partners have committed to contributing to dissemination activities. To encourage all partners to think in more detail and strategically about these topics it is made to a fixed point at the upcoming consortium meetings. Workshops on dissemination (and also exploitation) where partners can reflect their own input will take place. Questions to be discussed within the consortium will be: What are appropriate dissemination (and exploitation) activities and how can we scale them up? Main focus will be to discuss and analyse their approaches and to develop more mature and in-depth approaches to all aspects related to dissemination (and exploitation). Results from these workshops will be validated and discussed in the monthly Work Package Leader Board. This will then be used as a check point to see if the objectives were met. If required, corrective actions will be suggested and discussed.

At the time writing this deliverable all processes are up and running and the next steps are already planned as described in section 7

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## 9. CONCLUSION

In this document, a basic roadmap was given for activities planned in WP8. At the time of writing (M6), first steps can be reported as finished:

- Processes are running
- Visual Identity of the Project was created
- Project internal SharePoint created [3]
- Presentation and Dissemination Templates are created and available on the Projects SharePoint
- Lecture Series on the Project is running [4]
- Social Media – LinkedIn, Twitter and Instagram Channels are implemented and continuously updated see Section 11.3
- First Press release published
- Regular Meetings WP8 planned

Planned activities have started and will be maintained through the project. If required, corrective actions will be suggested and discussed in the Work Package Leader Board. In the timeslot for dissemination activities, among other things, it is discussed if the objectives regarding dissemination and communication are reached.

Next activities planned are:

- Go online with Project Website
- Create a brochure/leaflet, poster and rollup for presenting HYPOBATT at events
- Create a project video
- Create key messages for each target groups

These activities are already planned, but of course several, more will happen even if not specifically planned yet.

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## 10. REFERENCES

- [1] "Grant Agreement Project 101056853 - HYPOBATT".
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## **11. APPENDICES**

### **11.1 Appendix 1: General recommendations regarding communication and dissemination activities**

In this section, some general recommendations for the consortium regarding the support of dissemination, communication and exploitation are provided. These are suggestions that should be taken into account in the project process:

- Follow the rules of the visual identity of the HYPOBATT
- Link with other European projects working in the same theme or related fields
- Ensure links with other websites to the HYPOBATT website
- Templates will be provided by THI to make reports easy and Presentations comparable
- Provide content and updates from the ongoing project to THI to ensure lively dissemination and communication activities
- Collect feedback from stakeholders and target groups and share information with THI

## 11.2 Appendix 2: EU Logos and disclaimer to use

The HYPOBATT Partners must guarantee the proper publicity and visibility of EU funding by:

- Any dissemination and visibility of results, including electronic forms, must include the EU emblem and the following Text:

*"©HYPOBATT has received funding from the European Horizon Europe Framework Programme (HORIZON) under grant agreement No. 101056853."*

- Any dissemination and visibility of project results must specify that it reflects only the authors view and that the Agency is not responsible for any use that may be made of the information it contains, the following text is obligatory:

*"This reflects only the author's views. The Agency is not liable for any use that may be made of the information contained therein."*

- When displayed is used together with another logo, the EU emblem must have appropriate prominence:



- Project partners must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

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### 11.3 Appendix 3: URL of Social Media Accounts

Channel	URL
<b>Twitter</b>	<a href="https://twitter.com/hypobatt">https://twitter.com/hypobatt</a>
<b>Instagram</b>	<a href="https://www.instagram.com/project_hypobatt/">https://www.instagram.com/project_hypobatt/</a>
<b>LinkedIn</b>	<a href="https://www.linkedin.com/company/hypobatt/?viewAsMember=true">https://www.linkedin.com/company/hypobatt/?viewAsMember=true</a>
<b>YouTube</b>	<a href="https://www.youtube.com/channel/UCDxeWdB1-zGiuCysOPTIrmg">https://www.youtube.com/channel/UCDxeWdB1-zGiuCysOPTIrmg</a>