



Zero Emission electric Vehicles enabled by haRmonised circulaRity

Deliverable D6.2

Plan for dissemination including
communication activities (first version)

28th June 2024

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ZEvRA project abstract

ZEvRA's main objective is to improve the circularity of light-duty EVs throughout their entire value chain, from materials supply and manufacturing to end-of-life (EoL) processes, which aligns with the European Union's goal of achieving zero CO₂e emissions by 2035, particularly in the EV value chain. To do so, ZEvRA will develop a Design for Circularity (DfC) methodology and a holistic circularity assessment aimed at improving the production of electric vehicles (EVs) based on the 9Rs. This methodology will be validated by developing zero emission solutions for the most important automotive materials, covering > 84% material mix: steel, three versions of aluminium (wrought, casting, and foam), thermoplastics composites (long and continuous fibre-reinforced), unfilled/short fibre plastics, glass, tyres and Rare Earth Elements (REE). These solutions will be supported by a set of digital tools to support the manufacturing of the use cases, the assessment of circularity, traceability, and the virtual integration of components into a full replicable vehicle.

To maximise the outreach of our methodology and zero emission solutions, ZEvRA will develop a dedicated training & upskilling programme for the automotive workforce and academia, together with activities aimed at increasing awareness & acceptability of the proposed zero emission solutions. Lastly, circular business models targeting EoL and logistics aimed at improving the economic feasibility of circularity in EVs are advanced. ZEvRA's innovations aim to improve zero emission approaches in the life cycle and value chain of at least 59% of European EVs by 2035 through the 5 OEMs and Tier 1's that are part of the consortium, which includes industry and academia covering the entire automotive value chain.

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Disclaimer

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1 Executive summary

The deliverable **D6.2 Plan for dissemination including communication activities (first version)** is part of **Work Package 6- Communication and Dissemination** which aims to increase awareness of the ZEvRA Horizon Europe project by means of a coherent visual identity used on the project website, social media channels and physical marketing materials. D6.2 identifies audiences for disseminating successes and results and communicating project developments and news.

Communication measures in ZEvRA contribute to making the project visible and help explain it to various audiences in order to spread knowledge about circularity in the automotive field, particularly among the general public, media, academia, industry, policy makers.

Dissemination measures describe project results and enable their use and take-up by audiences such as academia, industry and policy makers.

This document describes communication and dissemination measures to be undertaken during the project runtime. Social media channels used include LinkedIn, X and YouTube. Target groups of dissemination measures are identified and concrete activities explained.

2 Communication activities

The main aim of communication within the ZEvRA project is to increase visibility of the project and its outcomes. Furthermore, we wish to raise awareness on the need to move towards more circular material use and to novel, environmentally-friendly car models incorporating lightweight materials.

Communication comprises spreading information via the project website available at zevraproject.eu, via social media platforms and via marketing material. The website and marketing material have been produced as part of *D6.1 Marketing basics*. For social media we choose LinkedIn as the main professional networking platform where nearly all EU projects have a presence. Short messages and news will be spread via X with reference to further details available from the ZEvRA website, LinkedIn or YouTube. YouTube is our platform of choice for posting videos about interesting novelties. It provides better understanding by incorporating the visual factor; technical details can be better understood visually.

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 must acknowledge the EU support and display the European flag (emblem; see Figure 1) and be accompanied by the following phrase:



**Funded by the
European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101138034.

Figure 1: *EU emblem and funding acknowledgement to be used in all materials*

2.1 Overview of planned communication activities

Table 1: Overview of planned communication activities

Activity	Target group	Channel	KPI
Visual identity	All, incl. general public, academia, industry, policy makers, associations	Website, print materials flyer, banner, logo, brochure	<i>D6.1 Project marketing basics</i> is available for download from Sharepoint and website once approved by the Project Officer
General information about public deliverables, consortium members, WP and project content, news, marketing materials	All, incl. general public, academia, industry, policy makers, associations	Website	> 4,000 visits throughout the project; >15,000 pages viewed
Show benefits and impact of research	All, incl. general public, academia, industry, policy makers, associations	X, LinkedIn, Youtube, ZEvRA partner channels	+100 X followers; +20 posts on partners' accounts
Provide status updates on project progress	All, incl. general public, academia, industry, policy makers, associations	X, LinkedIn, Youtube, ZEvRA partner channels	+100 X followers; +20 posts on partners' accounts
Share information on interesting results	All, incl. general public, academia, industry, policy makers, associations	X, LinkedIn, Youtube, ZEvRA partner channels	+100 X followers; +20 posts on partners' accounts
Inform about interesting news, breakthroughs, findings	All, incl. general public, academia, industry	Press releases in English and partner languages	> 4 press releases (media) > 20 articles published in European outlets (media clipping)
General information about the project at start and end of project (M3 and M36 updated with results) for use in events	All, incl. general public, academia, industry, policy makers, associations	Flyer, brochure and banner in print	One at M3 (D6.1) and to be updated for M36
General project presentation	All, incl. general public, academia, industry	PPTX slides available from Sharepoint WP6 file	One

Activity	Target group	Channel	KPI
Regular update on research progress	All, incl. general public, academia, industry	YouTube	>30 videos on YouTube
Policy recommendation	Standardisation and certification bodies, logistics, EoL specialists, vehicle users	Report for Euro NCAP and other certification entities based on results obtained in the validation of the car concept (WP3). The report will be part of WP6 as D6.5	At least 1 report
Open Access/ Data repository use	Academia, researchers, students, automotive companies	Results and outputs (e.g. characterisation and testing results at material level) will be uploaded into the European repositories Zenodo (maintained by CERN), openAIRE and JRC (i.e. Advanced Materials and Technologies for Structural Performance Improvement)	3 public repository entries
Workshops	Academia, researchers, students, automotive companies	workshops organised by FRA with academic and industry partners to increase the cross-fertilisation of results and innovative ideas	3 workshops with at least 25 attendees
Training and teaching materials	Academia and industry, general public	A series of lectures covering ZEvRA's key topics (e.g. lightweight technologies, circularity, regulation) aimed at bringing them closer to all citizens	> 10 topics at least 200 views; 3 virtual training sessions with at least 25 attendees

2.2 Communication via Social Media

ZEvRA is active in the area of social media. ZEvRA will pursue a three-stage strategy.

The project LinkedIn is intended to address a broad professional audience and to regularly produce both text and image-based publications. The established channel can be found here:

[ZEvRA EU Project / LinkedIn](#)

ZEvRA is also active on the short message service X (formerly Twitter) and will regularly report on activities. The respective channel can be found here:

[ZEvRA \(@ZEvRAEU\) / X \(twitter.com\)](#)

Video content will be published on the YouTube platform over the course of the project, both in the form of videos and so-called shorts. The YouTube presence can be found here:

<https://www.youtube.com/@ZEvRAproject>

With the strategy of publishing via these three platforms, ZEvRA can inform and inspire both the professional environment and the general public with its developments.

2.3 Printed marketing materials

The consortium chose to provide three different marketing materials: a flyer, a brochure and a banner (roll-up poster). These documents are for all project partners to help when they present the project to interested parties and are downloadable from the project Sharepoint. External interested parties can view and download the marketing materials on the project website here: <https://zevraproject.eu/communication-materials/>

The material will be updated for publicising research results in M36. The flyer provides basic information about the project including objectives, use cases and a rough overview of the WP topics.



Figure 2: ZEvRA flyer

The brochure introduces the project in more words and explains its concept and objectives. The project partners are also listed with a logo. Facts and figures about the project provide further information.



Figure 3: ZEvRA brochure

The banner aims to attract attention and inform about the project at events and fairs. It can be used as a poster, banner or roll-up and is designed for a height of 200cm.

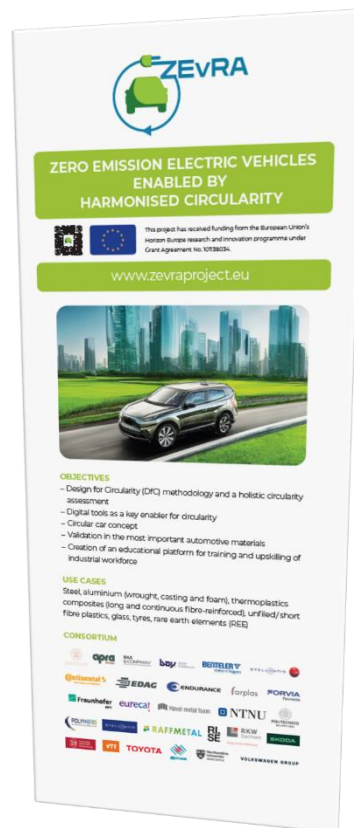


Figure 4: ZEVR banner/rollup

2.4 Website

The project website is online at www.zevrproject.eu. It is hosted by Fraunhofer and is subject to continuous adjustment during and after the project period. Partners can also find all marketing materials in the Sharepoint/ Microsoft Teams in the WP6 file. The following sections (see Figure 5) were set up on the website:



Figure 5: ZEVR website header with menu

- **Home:** This section provides a brief overview of the project, its goals, basic information as well as contact details (see Figure 6).

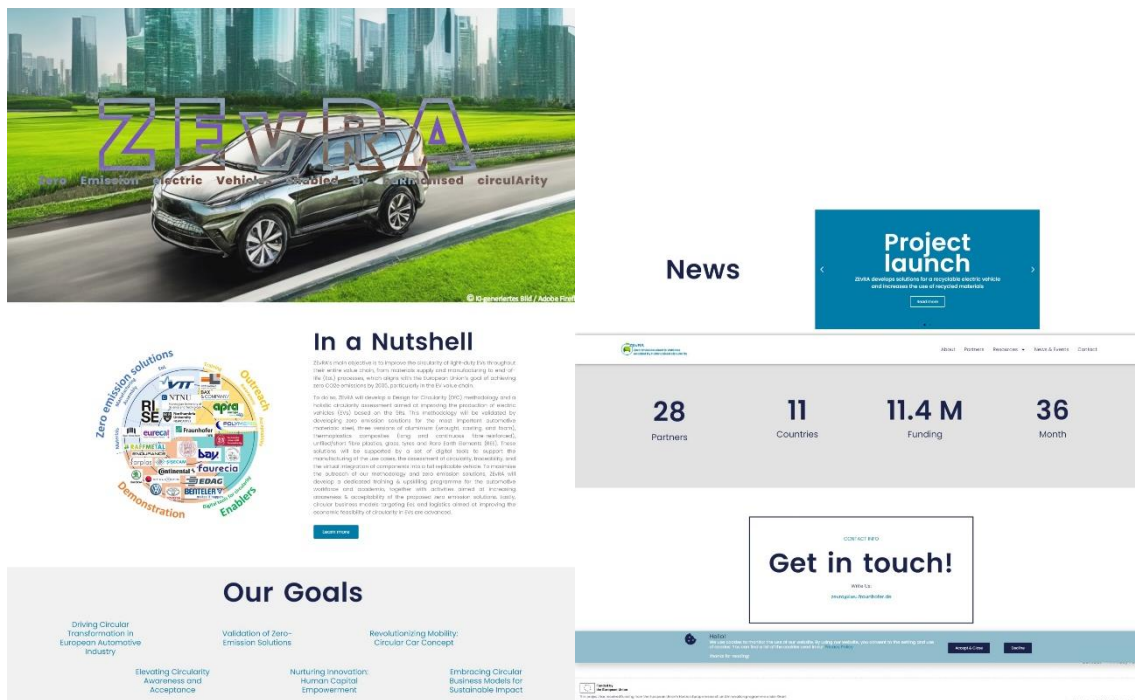


Figure 6: ZEvRA website Home section

- **About:** More detailed information about the project can be found on the About page. With descriptions of each work package, the objectives, outcomes and impacts (Figure 7).
- **Partners:** The partner page lists each project partner. A link leads to further information.
- **Resources:** In the future, publications and public deliverables will be found under Resources. ZEvRA's logos and marketing materials can be found under Communication Materials.
- **News & Events:** A current overview of the latest news and events can be found here. Upcoming events will also be listed.
- **Contact:** The website concludes with an overview of all social media channels as well as the official contact details for the project management team.

Fraunhofer will maintain the technical aspects of the website to ensure easy accessibility. The website's content will be curated through a coordinated editorial process, involving the preparation of online articles, interviews and presentations of deliverables in collaboration with all project partners. The content will be subject to review by relevant partners before distribution across the project, as well as partners' social media accounts, newsletters and websites.



Figure 7: ZEvRA website About section

2.5 ZEvRA project partner responsibilities and guidelines for communication

All beneficiaries will share responsibility in promoting the project, its findings and progress.

Once a month, the coordinator FRA will remind WP6 partners to record their communication activities in the D&C Dashboard (KPI table) in Sharepoint.

BAX as WP6 leader will draft a form in Sharepoint to collate input for social media posts from beneficiaries which will also be reminded to provide interesting content once a month.

ZEvRA partners help in communicating project news as follows:

1. Translate and publish press releases in national languages
 - a. The coordinator as main communications responsible entity will regularly publish English language press releases (at least 4 during the project runtime). All beneficiaries will distribute the press release via their communications channels and translate it into their national languages first.
 - b. All beneficiaries will monitor how the media world reacts and take note of others publicising the press releases on their channels. All beneficiaries will enter these findings in the spread sheet “media clippings” in the D&C Dashboard/ KPI table in Sharepoint. All beneficiaries nominate one person, likely the person in the “communications representatives” table in Sharepoint, to keep track of posts and media reactions and enter data in the KPI table.
2. All ZEvRA beneficiaries follow the ZEvRA channels on social media. Partners will be alerted to follow ZEvRA project LinkedIn, YouTube and X accounts.
3. All beneficiaries will share ZEvRA posts on their channels, if need be, translated into their national languages.
4. Regular social media posts (X and LinkedIn and YouTube)
 - a. BAX is the main partner to post content on X and LinkedIn and YouTube. Partners will send relevant updates and interesting content through the capture form as aforementioned above.
5. Videos for publishing on YouTube
 - a. 30 videos are to be produced during the project runtime. All partners are to inform the coordinator FRA and WP leader BAX if project progress is suitable to be showcased in the form of a video.
6. Use of general project presentation
 - a. A general English-language presentation is shared on Sharepoint.
 - b. It is to be used when introducing the project to contacts from the public sector, academia, industry.
7. Monitor activities in the KPI Table (D&C Dashboard)
 - a. All beneficiaries report communication activities in the KPI table, including use of the presentation/ showing marketing materials at internal or external events.

3 Dissemination Measures

Dissemination involves making target audiences aware of the project results and outputs.

Different dissemination actions will be implemented: publications of results in international research journals, presentations at conferences or events and the participation in joint dissemination actions with related initiatives. Academic and research partners will be responsible for disseminating within the scientific community. Industrial partners will do so through their networks and value chain partners.

3.1 Target Audiences

ZEvRA dissemination target audiences include:

- the scientific and academic community (universities doing research in vehicle technologies, simulation and testing, Circular Economy, material science; research and technology organisations, trade fair visitors). Scientists need to know about project progress and research results to keep up-to-date with the State-of-the-Art and to identify implications and new directions for their own research, possibly in a related research area.
- Industry, end users and customers (OEMs, TIER suppliers and manufacturers). Companies and end users must know about the research results to infer implications on their product design, use and business models. They may find some results on remanufacturing or recycling can be implemented in their business fields. ZEvRA thus aims to contribute to environmentally-friendly solutions.
- Policymakers (governmental bodies, networks and associations, other related standardisation bodies and technical committees). Policymakers and standardisation bodies must know about ZEvRA research outputs to develop guidelines and legislation for industry areas and companies; knowing about feasibility of technological solutions.
- Informing society at large about funded research results helps to maintain a positive image of funding programmes and show impact achieved with taxpayers' money.

3.2 Publishing in scientific journals

ZEvRA beneficiaries will produce **at least 10 scientific peer-reviewed publications, all of which will be published Open Access**. Below is a table of suitable journals for publishing and partners interested in publishing in them as well as a first identification of project progress expected to be published.

ZEvRA partners will provide details on planned papers to be published in the next communication plan update due in Month 12.

Table 2: List of journals relevant to publish ZEvRA findings

Name	Frequency	Project developments and partners interested
Journal of Life Cycle Assessment	Monthly	Advances on the characterization and validations for LCA/LCC/SLCA results (EUT, FRA), towards move to and holistic LCT (UNN) from WP1.
Journal of Industrial Ecology	Monthly	Harmonized concept (WP1) for measuring circularity (FRA, EUT)
Journal of Materials Processing Technology	Monthly	Analysis of the methods and materials for the different use cases in WP4 (EUT, UNN, UBO, NTNU, FRA)
Journal of Polymers and the Environment	Monthly	Testing results demonstrate the potential use of recycled plastics and FCR (FAU, POL) for improved behaviour (T4.3). Additionally, progress has been made in utilizing digital tools and methods (RISE) to support these efforts (WP2).
Journal of Cleaner Production	Monthly	The papers will discuss secondary alloys' performance (WP4), the relationship between process parameters, microstructure, and mechanical properties. (UNN EUT, UBO, NTNU)
Journal of Cleaner Engineering and Technology		Cleaner Engineering and Technology is an international, transdisciplinary companion journal to Journal of Cleaner Production that aims at preventing the production of waste, while increasing efficiencies in the uses of energy, water, resources, and human capital. (UNN, EDAG, EUT, UBO, NTNU)
Journal of Circular Economy and Sustainability		The journal's aim is to promote the innovation process from technological solutions to economic, social and environmental solutions in the context of circular economy and sustainability. (EUT, FRA, BZN)
International Journal of Material Forming		All materials (metals, ceramics, polymers, composites, glass, wood, fibre reinforced materials, materials in food processing, biomaterials, nano-materials, shape memory alloys etc.) and approaches (micro-macro modelling, thermo-mechanical modelling, numerical simulation

Name	Frequency	Project developments and partners interested
		including new and advanced numerical strategies, experimental analysis, inverse analysis, model identification, optimization, design and control of forming tools and machines, wear and friction, mechanical behaviour and formability of materials etc.) are concerned. (FRA, EDAG, FAU, UBO, RISE, NTNU)
Journal of Resources, Environment and Sustainability		Resources, Environment and Sustainability will cover topics including, but not limited to: Sustainable production and cleaner production, Circular economy and material cycling, Life cycle assessment. (EUT, UNN)
Journal of Green Technologies and Sustainability		Greentech include technologies and systems that use less energy and resources, draw on renewable resources, produce clean energy and help reduce and repair environmental harm. Topics covered by the journal are Green and sustainable engineering and Life cycle analysis, assessment, and approaches. (BZN, EUT)
Journal of Sustainable Futures		focused on the intersection of sustainability, environment and technology from various disciplines. Subject areas include Life Cycle management (FRA, EUT) and measuring, forecasting and monitoring sustainability related issues. (FRA, EUT)
Journal of Sustainable Production and Consumption		It looks uniquely at the interactions between technology, consumption and policy to help identify more-sustainable solutions for both production and consumption systems. (UNN EUT, UBO, NTNU)
Journal of Cleaner and responsible consumption		The journal publishes current research on sustainable and responsible consumption and aims to offer an interdisciplinary overview of recent research encouraging discussion and debate on sustainable and responsible consumption from government, business, academia and societal innovators. (APRA, UNN, RKW)

3.3 Publication process

Consortium members must provide prior notice of any planned publication, including a draft of the proposed publication, to the other Parties **at least 30 calendar days before the intended day of publication**. The draft must be made available to the partners in Teams/ Sharepoint under “WP6/Files/Publications” and they must be informed by e-mail with the subject:

ZEvRA | Publication | "publication title"

and an expiry date must be specified according to the deadline.

If any Party objects to the planned publication, they must follow the objection procedure outlined in the Grant Agreement by providing written notice to the Coordinator and to the Party/ Parties proposing the dissemination within 15 calendar days after receipt of the notice. If no objection is raised within the specified time limit, the publication is allowed, provided it does not include any confidential information, background, or results owned by another Party.

An objection is valid if it would adversely affect the protection of the objecting Party's Results or Background, significantly harm the objecting Party's legitimate interests in relation to its Results or Background, or the proposed publication contains confidential information of the objecting Party. The objection must include a specific request for necessary modifications.

Where an objection has been raised, the Parties involved shall discuss in a timely manner how the legitimate reasons for the objection can be overcome (e.g. by amending the planned publication and/or by protecting the information prior to publication) and the objecting Party shall not unreasonably continue the objection if appropriate action is taken following the discussion.

The objecting party may request a postponement of publication for a maximum of 90 calendar days from the date on which it raises such an objection. After 90 calendar days, publication is authorised provided that the objections of the objecting partner have been taken into account.

3.4 List of events and trade fairs to disseminate project results and progress

This table shows conferences and events where project news and results can be disseminated to industry, association, public as well as research audiences. It shows what project content and developments are expected to be showcased and which beneficiaries are interested in attending these events.

Table 3: List of events and conferences to disseminate ZEvRA findings

Name	Type	Frequency	Developments and involved partners interested
EUROGUSS	Trade fair	Bi-yearly	Use cases from WP4 (END, FRA, CRF, VW)
TRA 2026	Industrial fair	Bi-yearly	All developments from technical WPs, including use case components and the circular car (WP leaders and industrials).
FISITA World Congress	World Mobility event	Bi-yearly	Presenting advances on the development towards a 0% virgin (FRA, SKO, STL, CRF, VW, TME) material and circularity to the automotive industry
JEC World	Expo	Yearly	Progress on the development on the recycling process for FRP for the automotive industry increasing the recycling materials for the manufactures of new pieces (FAU, FPL). Use components from WP4 (STL).
Complete Auto Recycling Show (CARS)	Expo	Bi-yearly	Development in recycling processes for metals and aluminium (UBO, CRF, RAF, EDN). Advanced technologies ensuring high-quality recycled materials (FRA). Showcasing the circular car (EDAG, OEMs).
Rematec	Trade fair	Bi-yearly	Presenting LCT methodology (EUT), manufacturing process for the different uses cases Metal sheet and aluminium (FRA), plastic and (FCR), Glass (SIS) and Tyres (CON).
EARPA Form Forum	EU Event	Yearly	European Automotive Research Partners Association. Possible to present information on the circular car concept and demonstrators, first results. (FRA, BAX)
LEVIS www.greenvehicles-levis.eu	EU project		Participate jointly in events
TranSensus LCA www.lca4transport.eu	EU project		Participate jointly in events
Autonomy Mobility World Expo		Yearly	Sustainable urban mobility solutions
RTR Conference https://rtrconference.eu/	11.-13.2.2025	Yearly	Conference on results from road transport research

Name	Type	Frequency	Developments and involved partners interested
glasstec	Trade fair	Yearly	International trade fair for glass production, processing and products, focus on circular economy (SIS)
Automechanika Frankfurt	Trade fair	Bi-yearly	latest trends, technologies and solutions in the automotive industry. Automobile manufacturers, suppliers and players from the automotive aftermarket will show their sustainable solutions (WP leaders and industrials) .
CE Circular Economy Expo (World Smart Energy Week)	Exhibition	Yearly	An exhibition dedicated to circular economy creation, gathering circular design, sustainable materials, PaaS (product as a service) related technologies, resource recovery/recycling/reprocessing technologies (WP leaders and industrials) .
ETRA Conference on Tyre Recycling	Conference Exhibition	Yearly	Focus on tyre management (CON)
Waste Management Europe 2024 (WME2024)	Conference Exhibition		International Exhibition how to improve waste management practices, implement circular economy principles and achieve sustainability goals. (WP leaders and industrials) .
EU Green Week	Conference Exhibition	Yearly	EU Green Week is the key event in the EU environment policy calendar. This annual opportunity to debate and discuss European environmental policy attracts policymakers, leading environmentalists, stakeholders and other interested parties from across Europe and the globe. (WP leaders and industrials) .

3.5 Initial Planning of a series of three workshops

A first workshop could be planned on the topic of WP1: Basics and framework conditions for developing harmonized designs of new car structures with focus on circular economy. The project partner Eurecat could report about preliminary definitions of the circularity assessment/ WP1 results and give an overview about the framework of circular designs, for example the Analytic Hierarchy Process (AHP), to define the iteration process between material experts, designers and end users or the 9R-Method. Workshop participants will have the opportunity to apply the Circularity Assessment Methodology to their own use cases. This first workshop could be organised alongside RTR Conference which will take place in February 2025 in Brussels.

The second workshop could be facilitated by project partner APRA Europe, who deals with raising awareness and acceptance of circular economy solutions and technologies. This workshop could be organised alongside the next APRA Symposium which will take place in 2026. APRA identifies the European Circular Economy strategies and upcoming or new legislation.

A third workshop will be on training and upskilling to support the implementation of circularity principles in the EV value chain. The workshop will be facilitated by UNN and RKW for providing opportunities for skills implementation, knowledge transfer and soft skill development. The specific topics will be selected from the outcomes of Task 5.2 by M24 and tailored to the future context to ensure the maximum pertinence and interest from stakeholders.

3.6 Dissemination KPIs

The following KPIs are to be reached during ZEvRA's project duration:

- at least 10 publications (open access) of the project progress in high impact journals, with > 30% of them with more than one of project beneficiaries; 100% open access articles published in peer-reviewed journals
- Participation in >20 national/ international fairs, conferences and key market events (e.g. Euroguss, TRA, JEC, Rematec, Complete Auto Recycling Show)
- 3 national/ international workshops >25 attendees
- At least 3 virtual training sessions with >25 attendees each
- Final event with 100 people

3.6.1 Monitoring KPIs- the Dissemination and Communication Dashboard (D&C Dashboard or KPI table)

Fraunhofer created a table in which ZEVRA beneficiaries enter all their dissemination and communication activities. This KPI table or D&C dashboard is located in Sharepoint which all WP6 actors and communication representatives have access to.

After beneficiaries took part in a conference or workshop or organised one, they enter this in the KPI table. Equally, after visiting a trade fair or exhibition, publishing a press release or participating in a scientific discussion, this activity needs to be recorded in the table. In addition to the title of the event, the number of participants reached is recorded and the link to the event as seen in Figure 7.

A	B	C	D	E	F	G	H	I	J
ZEVRA partner involved (dropdown menu)	Type of activity (dropdown menu)	Title	Venue (if physical location)	Primary audience reached with the action (dropdown menu)	Lead number	Secondary audience reached (dropdown menu)	Number of participants	Date (dd/mm/yyyy)	Link
2 FH-IWU	[Press release]	ZEVRA entwickelt Lösungen für ein kreislauffähiges	Germany	[Industry]	500	[General Public]	1000	12.03.2024	https://www.iwv.fraunhofer.de/de/press
3 POLYMERIS	[Press release]	Le projet ZEVRA s'engage dans une voie inédite	France	[Industry]	500	[General Public]	1000	12.03.2024	https://www.polymeris.fr/actu/le-projet
4 POLYMERIS	[Press release]	Lancement du projet ZEVRA	France	[Industry]	500	[General Public]	1000	26.02.2024	https://polymeris.fr/actu/lancement-du-j
5 EUT	[Press release]	Zero emission electric vehicles enabled by haRmonised	Spain	[Industry]	500	[General Public]	1000		https://eurecat.org/en/portfolio-items/z
6 EDAG	[Social Media]	panel discussion at JEC World panel discussion "Circularity meets U		[Industry]	75		25	29.02.2024	https://www.linkedin.com/posts/dr-ing-s
7 FH-IWU	[Social Media]	panel discussion at JEC World panel discussion "Circularity meets U		[Industry]	75		25	03.03.2024	https://www.linkedin.com/posts/christia
8 TME	[Social Media]	project start		[General Public]				01.02.2024	https://www.linkedin.com/posts/davidd
9 POLYMERIS	[Social Media]	project start		[General Public]				06.03.2024	https://www.linkedin.com/posts/annabe
10 EUT	[Social Media]	project start		[General Public]				29.02.2024	https://www.linkedin.com/posts/eurecat
11 BAX	[Social Media]	project start		[General Public]				06.03.2024	https://www.linkedin.com/posts/emma-j
12 FH-IWU	[Social Media]	project start		[General Public]				13.02.2024	https://www.linkedin.com/posts/fraunhc
13 BZN	[Website]	ZEVRA project launched		[General Public]				08.02.2024	https://www.bayzotan.hu/hu/2024/02/t
14 FH-IWU	[Website]	ZEVRA project launched		[General Public]					https://www.iwv.fraunhofer.de/en/about
15 FARPLAS	[Social Media]	ZEVRA project launched		[General Public]		[Industry]		01.08.2023	https://www.linkedin.com/posts/emreel
16 EUT	[Social Media]	ZEVRA project launched		[General Public]		[Industry]		01.03.2024	https://www.linkedin.com/posts/eurecat
17 BAX	[Social Media]	panel discussion at JEC World panel discussion "Circularity meets U		[Industry]		[General Public]		28.03.2024	https://www.linkedin.com/feed/update/?
18 APRA	[Participation in an Event other than a conference]	APRA General Assembly 2024		[Industry]	90	[Academia]	43	03.04.2024	
19 BAX	[Social Media]	Catch ZEVRA's insightful discussion at the JEC Group World 2024		[General Public]				26.03.2024	https://www.linkedin.com/feed/update/?
20 BAX	[Social Media]	ZEVRA, our groundbreaking project aiming for Zero Emission Road Tr		[General Public]				04.03.2024	https://www.linkedin.com/feed/update/?
21 PSA	[Social Media]	Exciting news in the fight for #ZeroCO2Emissions!		[General Public]		[Industry]		Apr 24	https://www.linkedin.com/feed/update/?
22 PSA	[Website]	Lancement de projet ZEVRA #ZeroCO2Emissions		[Industry]		[General Public]		Apr 24	https://www.idmobility.org/actualites/h
23 TUBS	[Press release]	Europäisches Verbundprojekt "ZEVRA" gestartet		[General Public]				Mir 24	https://www.tu-bernschweig.de/nff/akt
24 FH-IWU	[Communication Campaign (e.g. Radio)]	Interview Fraunhofer Magazine	Germany	[Industry]				planned	
25 UNIBO	[Participation in an Event other than a conference]	Visit of Saxon delegation in Emilia-Romagna	Italy	[General Public]	200		200	Mai 24	https://mech.clust-er.it/it/futuro-delle-rel
26 SISECAM	[Social Media]	Sifr Emision Hedefine Adim Adim (Step by step towards zero emissi		[General Public]		[Industry]		Okt 23	https://www.linkedin.com/posts/sisecam
27 SISECAM	[Video/ Film]	Sifr Emision Hedefine Adim Adim (Step by step towards zero emissi		[Industry]	24000	[Industry]	24000	Okt 23	https://www.linkedin.com/posts/sisecam
28 SISECAM	[Social Media]	Sifr Emision Hedefine Adim Adim (Step by step towards zero emissi		[General Public]				Okt 23	https://www.instagram.com/p/Cw4bz5g
29 EDAG	[Participation in a Conference]	Circularity oriented use of composites in the mob	Delft, Netherlands	[Industry]	100			Mai 24	https://composites-united.com/en/event

Figure 8: D&C Dashboard/ KPI-table for dissemination and communication

During the project, partners will also note their scientific publications in the document, for example if they have published an article in a journal or written chapters in a book or conference proceedings. They are entering the title of the publication, ISBN number, authors, year and place of publication.

Finally, the beneficiaries must record if any media outlet took up their postings or press releases and enter such external media activities in the file "media clipping" in the D&C dashboard. Fraunhofer checks media clippings online every month and adds any new findings to the list, if necessary.

In addition, Fraunhofer and Bax will analyse key statistics for ZEVRA's social media presence every month. Changes in follower numbers, posts, likes, impressions and shares are recorded.

The communication representatives receive a reminder email every 4 weeks to enter their new dissemination and communication activities into the document. If a project partner has not registered any activities for a longer period of time, Fraunhofer will specifically contact this partner and motivate them to intensify their D&C activities.

4 Conclusions

In conclusion, the dissemination and communication methodology outlined in this document provides a comprehensive framework for effectively promoting and sharing the outcomes of the ZEvRA project. By adhering to communication and dissemination guidelines, monitoring communication activities through dedicated tools, and utilising various dissemination tools and channels, the consortium can ensure maximum visibility and impact.

Moving forward, the consortium will continue to implement the strategies and tools outlined in this document to foster communication, dissemination and exploitation activities effectively.