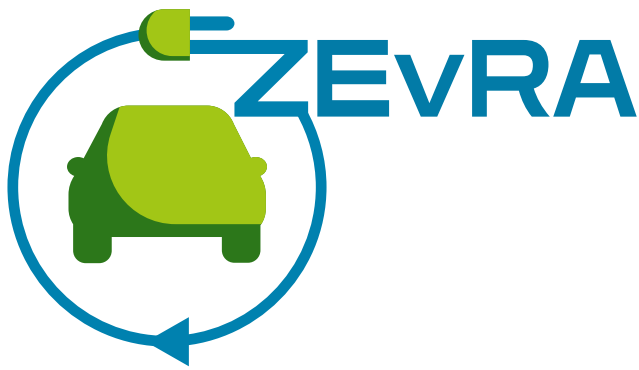




Zero Emission electric Vehicles enabled by haRmonised circularity

Deliverable 6.4

Plan for dissemination including communication activities (third version)

31 December 2025 (M24)

Project information

Project acronym	ZEvRA
Full name of the project	Zero Emission electric Vehicles enabled by haRmonised circulaRity
Grant agreement	101138034
Coordinator	FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV
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25.11.2025	V0	Initial draft document
22.12.2025	V0.1	Review document
31.12.2025	V1	Final-/Submission version

ZEVR project abstract

ZEVR'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.

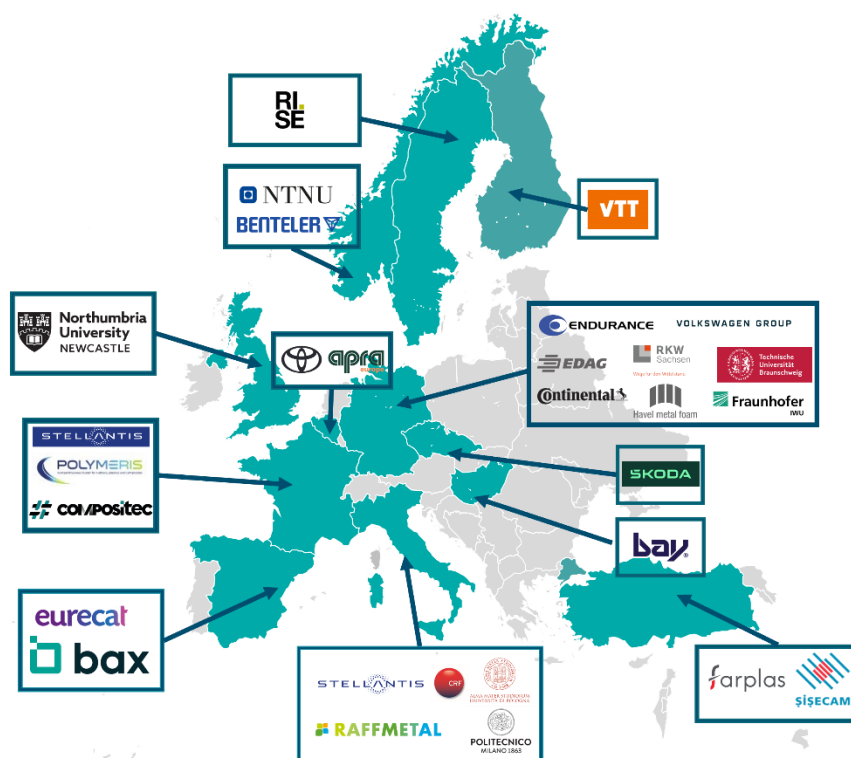


Figure 1: ZEvRA Consortium

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 (Figure 1), which includes industry and academia covering the entire automotive value chain.

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Disclaimer

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Executive summary

Deliverable D6.4, entitled “Plan for Dissemination, including Communication Activities (third version)”, represents one of the tasks within Work Package 6, entitled 'Communication and Dissemination'. The objective of this work package is twofold: firstly, to disseminate information about the ZEvRA project and, secondly, to foster awareness and acceptance of circularity in the automotive sector.

The dissemination of project developments and results to a wider audience is achieved through the implementation of communication measures. At the project's inception, a website was developed, printed marketing material was created, press releases and a general presentation were published, and various social media channels were set up, including LinkedIn, X, and YouTube. In recent months, Fraunhofer and Bax have engaged in continuous maintenance of these channels, implementing updates to events and creating new sections on the website. Furthermore, new content has been prepared for the website and social media.

In contrast, dissemination strategies are described to address specific target groups and deliver targeted project results to academic audiences, industry sectors or policymakers. In recent months, there has been a continuation of the advancement of scientific publications, in addition to the organisation of workshops and participation in trade fairs and conferences. At these events, ZEvRA has been made public and visible. Moreover, we provided our support for the establishment and publicity of the 1st Annual Conference in WP5, which was held in Catalonia in November 2025.

This deliverable provides an overview of the project's status at the midterm of the project and offers insights into planned future dissemination and communication strategies which will be implemented at a subsequent stage of the project.

1 Introduction

Deliverable D6.4, entitled “Plan for Dissemination, including Communication Activities (third version)”, represents one of the tasks within Work Package 6, entitled 'Communication and Dissemination'. The objective of this work package is twofold: firstly, to disseminate information about the ZEvRA project and, secondly, to foster awareness and acceptance of circularity in the automotive sector.

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2 Communication activities

The primary objective of communication within the ZEvRA project is to ensure the consistent conveyance of clear messages regarding the project's progress to a wide audience, with the aim of enhancing public awareness and visibility. Furthermore, the emphasis is placed on the necessity of transitioning to a more circular approach to material usage, as well as the development of innovative, eco-friendly automotive models that incorporate lightweight materials.

Communication is facilitated through a variety of channels. The most important platform is the dedicated project website, zevraproject.eu, which serves as a central repository for information. The website and marketing materials, including flyers and roll-ups as well as presentation slides were subject to regular updates, incorporating new information, logos, and sections. ZEvRA also utilizes social media channels such as LinkedIn and X to disseminate project progress and significant events on a regular basis. In addition, a content calendar has been implemented to ensure that each partner can easily check their responsibilities in communication activities such as developing a video for the YouTube channel. As a result, 11 videos have been published to date.

2.1 Communication KPIs

The ZEvRA project aims to meet the following communication-related key performance indicators (KPIs), as defined in the Grant Agreement (GA), within the project's designated timeframe (see Table 1) The next chapters will provide a more detailed explanation of these measures.

Table 1: *Overview of required communication KPIs*

Website	> 4,000 visits throughout the project, >15,000 pages viewed. >2,000 users
Printed marketing material	Design a flyer, a rollup and poster
Press releases	>4 press releases (media), >20 articles published in European outlets
Presentation slides	Create a general Presentation for use in events
Social media	X and LinkedIn accounts, +100 X followers, +20 posts on partners' accounts, >30 visualisations on YouTube

2.2 Website

The project website, developed by Fraunhofer, is available online at www.zevraproject.eu. Fraunhofer will continue to supplement the site with new content across various sections, ensuring that it remains a comprehensive and readily accessible resource even after the conclusion of the project.

Table 2: Overview of required website KPIs (As of 31 October 2025)

Communication Path	Indicator	Month 22	KPI as per GA
Website	Number of website visits	9,616	>4,000
	Number of pages viewed	11,388	>15,000
	Number of users	5,658	>2,000

As outlined in the General Arrangements (GA), the specifications stipulate the attainment of a defined number of website visits, pages viewed, and users over the course of the project period. As illustrated in Table 2, two of the three required metrics have been met. To ensure that ZEvRA is visible and create awareness, we always link in our social media posts and newsletter editions to the website. The number of pages viewed means the number of visitors who have accessed the main page of the project. In contrast, the number of website visits shows the number of visitors who have also accessed submenus or sections of the website for an extended period of time. The number of users is defined as the total number of individuals who accessed the website on multiple occasions and engage in repeated browsing.

As outlined in Deliverable D6.3, the website is segmented into the following sections: Home, About, Partners, Resources, News & Events, and Contact.

In the Home section we updated the main visual representation with an image of the ŠKODA ENYAQ RS iV. Additionally, in the European map as well as at the partner section, we replaced the logo of Faurecia with that of Compositec after the company's name change. In the Resources section, all public deliverables are available for download, as illustrated in Figure 2. Furthermore, the marketing material has been updated, and additional videos have been incorporated, which are also accessible within the Resources section.

Deliverables

- * D7.2 Scientific and technical management guidelines
- * D6.1 Project Identity: Brand, Marketing Basics and Website
- * D1.1 Harmonized design inception report
- * D7.3 Risk Management Plan (First version)
- * D1.2 Preliminary definition of the circularity assessment
- * D 1.3 Harmonised design: Repository of DfC Strategies
- * D 5.1 Awareness and Acceptability report
- * D 5.4 Educational platform design and development
- * D 6.2 Plan for dissemination including communication activities (first version)
- * D 6.3 Plan for dissemination including communication activities (second version)
- * D 6.6 Exploitation plan
- * D 7.4 Risk Management Plan (2nd version)
- * D 7.6 Innovation and Data Management Plan (DMP) with open science practices, gender dimension and ethics (first version)
- * D 7.7 Innovation and Data Management Plan (DMP) with open science practices, gender dimension and ethics (Second version)

Figure 2: Overview of public deliverables on the website

The News & Events section has undergone a comprehensive redesign (see Figure 3), with the creation of distinct modules for each event, accompanied by photographic documentation and supplementary information. Tabs for past and future webinars and workshops have also been incorporated.

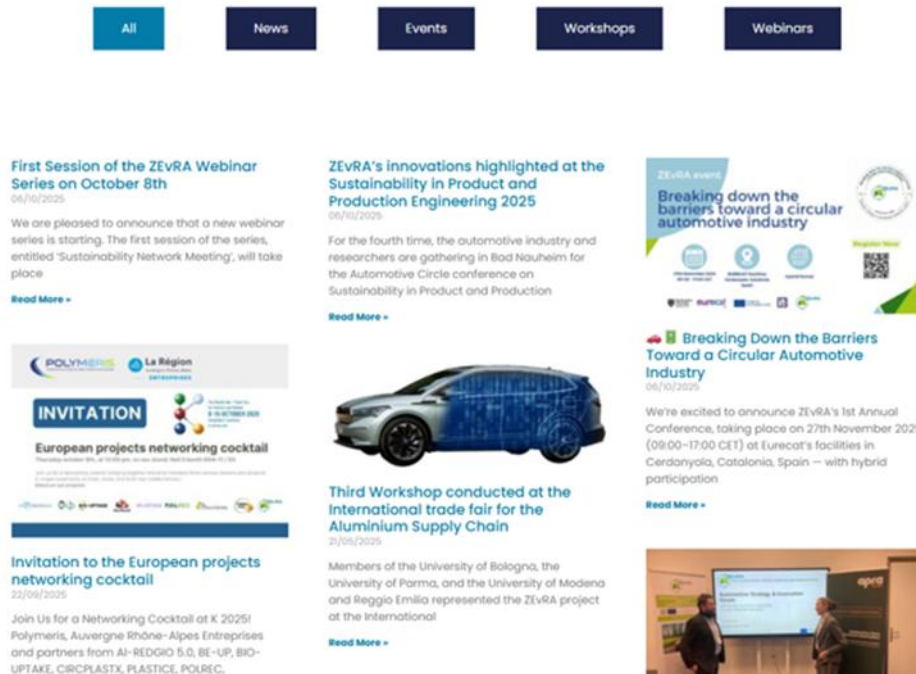


Figure 3: ZEvRA website News & Events section

2.3 Printed marketing materials

Printed marketing materials have been created and are available on the website and the Sharepoint platform, as outlined in D6.2. A revision of the communication materials has been undertaken, with the following changes being made:

- updated logos of the project partners have been included
- the UKRI funding symbol and funding text have been added

2.4 Press releases

At the project's inception, Fraunhofer issued the inaugural press release in March 2024, thereby officially commencing the ZEvRA project. The aforementioned press release can be accessed here:

<https://www.linkedin.com/feed/update/urn:li:activity:7176152084604411905>

Table 3: Overview of required press releases KPIs (As of 11 November 2025)

Communication Path	Indicator	Month 22	KPI as per GA
Press releases	>4 press releases (media)	2	>4
	>20 articles published in European outlets	62	>20

A recent press release issued by Fraunhofer on 11 November 2025 (see Figure 4), detailed the project's progress, while concurrently promoting the 1st Annual Conference in ZEvRA's WP5, which took place on 27 November 2025.

1st Annual Conference, November 27, 2025

Integrating Electrical Functions Directly into Components via 3D Printing: Robust and Filigree with WEAM

November 11, 2025

Under the leadership of Fraunhofer IWU, 28 partners from academia and industry are working to reduce the carbon footprint of electric vehicles by at least 25 percent and significantly increase the share of recycled materials. After a year and a half, the European research project ZEvRA (Zero Emission electric Vehicles enabled by haRmonised circulaRity) can already report positive interim results. Examples include demonstrably, vehicle roofs can be economically stripped of paint and repurposed into new vehicle components, and many aluminum components can be nearly fully made from recycled (secondary) aluminum. Plastics and composite materials with up to 97 percent recycled content have already been processed into the first demonstration parts.



© iStock/leonello

ZEvRA aims to create a new body composed of six modules made from reused, reprocessed, or recycled parts.

Since the project's launch in early 2024, significant progress has been made—particularly in developing a harmonized evaluation methodology for the circular economy of electric vehicles. This methodology provides a common framework that makes developments comparable and measurable, thus paving the way for circular vehicle concepts. It is a central component of ZEvRA's focus areas: digital tools, material and component use cases, and overall vehicle development.

Materials and Processes for Tomorrow's Circular Economy

The focus is on how key material groups in electric vehicles—such as steel, aluminum, plastics, glass, tires, and rare earth elements—can be fully integrated into closed material loops. These materials correspond to approximately 84 percent of the vehicle's weight. Priority is given to the use of recycled materials, complemented by alternative strategies like repurposing.

Figure 4: Excerpt from the second ZEvRA press release

These press releases were uploaded to the project website and disseminated via the projects LinkedIn channel. Subsequent press releases are scheduled to be issued after the first ZEvRA conference in WP5 to report about its outcomes. Additionally, a final press release will be issued at the end of the project to provide a comprehensive overview of project results.

The GA has indicated that a minimum of 20 articles are scheduled to be published in European media outlets. At present, 62 external websites have already featured information about ZEvRA indicating that this KPI has already been achieved (see Table 3).

2.5 Presentation slides

The coordinator has developed a set of general project presentation slides which are available to all project partners via Sharepoint. All beneficiaries are hereby invited to download and adapt as necessary the slides from SharePoint and use them for dissemination.

Table 4: Overview of required presentation slides KPIs

Communication Path	Indicator	Month 22	KPI as per GA
Presentation slides	Create a general presentation	1	1

2.6 Social media

ZEvRA is pursuing a three-way strategy to achieve its marketing objectives. BAX has developed an online form, accessible via the following link where the beneficiaries can send new input to a structured upload: <https://forms.office.com/r/HkUGdnaiE0>

Table 5: Overview of required social media KPIs (As of 31 October 2025)

Communication Path	Indicator	Month 22	KPI as per GA
Press releases	X: Followers		>100
	X: Number of posts on partners' accounts		>20
	LinkedIn Followers	369	>100
	LinkedIn: Number of posts on partners' accounts	28	<20
	YouTube: Number of videos uploaded	12	30

BAX has a proven track record of consistently generating novel content on LinkedIn, which can be accessed at the following link: ZEvRA EU Project / LinkedIn. By the conclusion of the 22nd month, a total of 44 posts had been published on LinkedIn, yielding at least 4,124 clicks, 75 shares, and 39,862 impressions.

ZEvRA content calendar			
Month	Responsible partner	Completed output (link)	Notes
October	Fraunhofer	https://www.youtube.com/watch?v=kzCs2E0FMpk	Done
November	EURECAT	https://www.youtube.com/watch?v=tCc8_2Oi9Tc	Done
December	BAY ZOLTAN	https://zevraproject.eu/sustainable-innovation-at-the-core-of-the	Done in written form
January 2025	UNIVERSITA DI BOLOGNA	https://youtu.be/4iwormwfx_s	Done
March 2025	RKW SACHSEN	https://www.youtube.com/watch?v=Oos2hg-hDsU	Done
March 2025	Eurecat	https://www.youtube.com/watch?v=iYnojOp-7z8&t=4s	Done
April 2025	RISE	https://www.youtube.com/watch?v=TAqlaQTVFZ4	Done
May 2025	Fraunhofer	https://www.youtube.com/watch?v=0f2gWgLPe0E	Done
May 2025	FAURECIA->CompositEC	https://www.youtube.com/watch?v=0YZPTYyFatg	Done
June 2025	EDAG	https://www.youtube.com/watch?v=6Tt7xZgN4W4	Done
July 2025	HAVEL METAL FOAM & Bax	https://www.youtube.com/watch?v=T80s0B7C7As	Done
August 2025	RAFFMETAL SPA	https://www.youtube.com/watch?v=Wu-90VUqk3A	Done
October 2025	TECHNISCHE UNIVERSITAET BRAUNSCHWEIG	https://www.youtube.com/watch?v=w1iKK_prW7Q	Done

Figure 5: Content calendar for videos (As of 31 October 2025)

To ensure that each partner fulfils their social media responsibilities, a schedule has been developed. This schedule is outlined in Table 5. According to the terms of this plan, each partner is assigned the task of creating one social media post and one YouTube video on a monthly basis. Subsequently, BAX will assume responsibility for the dissemination of this content across the pertinent channels.

Fraunhofer issues a reminder email to each beneficiary in the month in which the partner is responsible, providing additional information regarding the requirements of the video. The videos can be accessed via the following link: <https://www.youtube.com/@ZEVRAproject/videos>

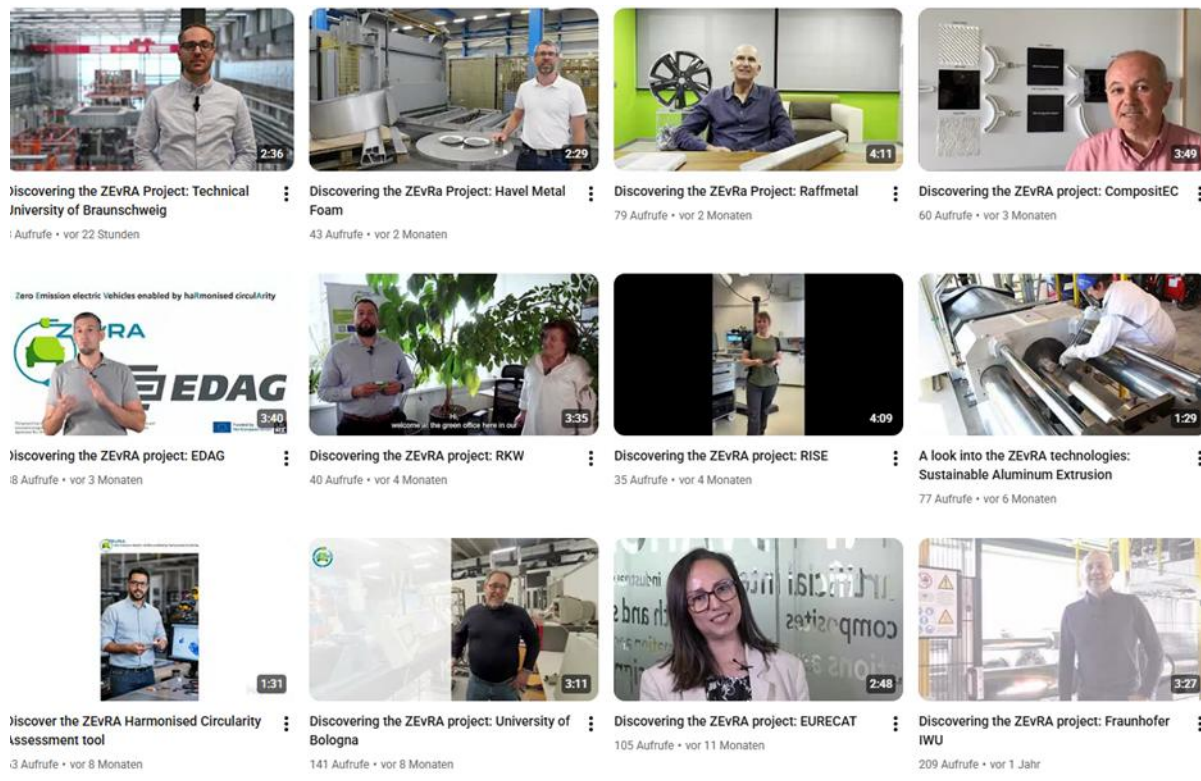


Figure 6: Videos on ZEVRA's YouTube channel

3 Dissemination activities

Dissemination activities refer to the identification of key target groups (e.g. the research community, the industrial sector, and policymakers) and the development of a dissemination strategy that ensures a measurable impact on the visibility and effectiveness of the project outcomes.

In order to achieve this objective, a series of actions have been delineated in the GA, which are currently being implemented by FRA and BAX. These actions include the publication of scientific papers in international research journals, the presentation of research findings at academic conferences and trade exhibitions, and the organisation of workshops and online training sessions to share project progress and results with the academic, scientific, and industry communities, as well as policymakers.

3.1 Dissemination KPIs

The following key performance indicators (KPIs) related to dissemination, as specified in the Grant Agreement (GA), must be achieved within the designated timeframe of the ZEvRA project:

Table 6: Overview of required dissemination KPIs

Scientific publications	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
Trade fairs and Conferences	Participation in >20 national/ international fairs, conferences and key market events
Workshops	3 national/ international workshops >25 attendees
Virtual trainings	3 virtual training sessions with >25 attendees each, >10 topics, 200 streams per year
Final event	approx. 100 people

3.2 Publishing in scientific journals

It is an obligatory requirement for all ZEvRA partners to produce a minimum of 10 scientific publications, which are to be made available as open access. The planned scientific publications are detailed in the ANNEX. Publications largely depend on the first project results, so it is understandable that so far there are only plans for scientific publications. However, since we have planned almost twice as many publications as required, we are very confident that we will meet the target of 10 publications. To ensure this number, we send regularly reminders to our partners and check in with them about their progress on the publications.

Table 7: Overview of required Publication KPIs

Dissemination Path	Indicator	Month 22	KPI as per GA
Publications	Publications in high impact journals	18 planned	>10

3.3 Trade fairs and conference participation

Table 8: Overview of required trade fairs and conferences KPIs

Dissemination Path	Indicator	Month 22	KPI as per GA
Trade fairs/conferences	Number of events participated	21	>20

The following table provides an overview of the trade fairs at which the beneficiaries have already presented the ZEvRA project until now:

Table 9: List of trade fairs already visited in the past

Name	Type	Date	Venue	Beneficiary involved
Composites Innovation Event: Advanced Technologies for Sustainable Composites	Conference	28.-29.05.2024	Delft, Netherlands	EDAG
Remanufacturing Days	Trade fair	08-12.09.2024	Frankfurt, Germany	APRA
Automechanika	Trade fair	11.09.2024	Frankfurt, Germany	EDAG
Remanufacturing Days	Trade fair	11.09.2024	Frankfurt, Germany	EDAG
Annual French Recycling of Polymers Meeting	Exhibition	05.-06.11.2024	Clermont-Ferrand, France	Polymeris
OHLF market place	Exhibition	15.11.2024	Wolfsburg, Germany	VW
Advanced Manufacturing Madrid	Trade fair	20.-21.11.2024	Madrid, Spain	EUT
CETEF24 Forum: CETEF – Srodkowoeuropejskie Forum Technologiczne	Conference	29.11.2024	Manresa	EUT
JEC World 2025	Trade fair	04.-06.03.2025	Paris	EUT
METEF	Conference	05.-07.03.2025	Italy	Unibo, Raffmetal
35th CIRP Design Conference 2025	Conference	02.-04.04.2025	Patras, Greece	TUBS
Rematec	Congress	08.-10.04.2025	Amsterdam, Netherlands	APRA
InSuM	Conference	13.-14.05.2025	Ingolstadt, Germany	FRA

5th European Lightweighting Network Conference	Conference	04.-05.06.2025	Krakau, Poland	FRA
NeMMo 2025	Congress	02.-03.07.2025	Rennes, France	Polymeris
Researcher's Night event	Trade fair	26.09.2025	Miskolc, Hungary	BZN
Automotive Circle-Sustainability in Product and Production Engineering 2025	Conference	30.09.2025	Bad Nauheim, Germany	EDAG
SAMPE Europe - Development of TPC with very high recycled content for mobility applications	Conference	06.10.2025	Amsterdam, Netherlands	FAU
K fair	Trade fair	08.-15.10.2025	Düsseldorf, Germany	Polymeris
Equip Auto exhibition	Trade fair	14.-18.10.2025	Paris, France	APRA
IVET (Innovation und Vorentwicklungstag)	Trade fair	10.-12.11.2025	Mladá Boleslav, CZ	SKODA

In accordance with the terms of the grant agreement, it is obligatory for us to participate in and showcase ZEvRA at a minimum of 20 trade fairs or conferences and so we have already fulfilled that KPI. It is evident that the organisation will continue to participate in as many trade fairs and conferences as possible to further maximise visibility and awareness. Further potential events are detailed in the following table:

Table 10: List of possible trade fairs in the future

Name	Type	Frequency	Developments and involved partners interested
ZEvRA's 1st Annual Conference	Conference	27.11.2025	EUT, UNN
EUROGUSS	Trade fair	13.-15.01.2026	Use cases from WP4 (END, FRA, CRF, VW)
TRA 2026			
Industrial fair	18.-21.05.2026	All developments from technical WPs, including use case components and the circular car (WP leaders and industrials).	
APRA European Symposium 2026	Conference	17.-19.03.2026	APRA

3.4 Organisation of physical workshops

Table 11: Overview of required Workshop KPIs

Dissemination Path	Indicator	Month 22	KPI as per GA
Workshops	Number of workshops >25 attendees	3	3

The first workshop was conducted by Eurecat at JEC World 2025 in Paris, which took place on 4 March 2025 from 14:00-16:00 CET, and covered the topic WP1 which relates to the assessment of circularity. The JEC World is the Leading International Composites Show and the project partner Eurecat held the workshop titled „Boosting circularity in e-mobility: How to assess circularity holistically“. The methodology encompassed the Analytic Hierarchy Process (AHP) to delineate the iterative process involving material experts, designers, and end users, in conjunction with the 9R-Method. Moderated by Centre Tecnològic de la Química a Catalunya, experts participated in an interactive session tackling the challenges and benefits of circularity in e-mobility. Discussions centered on key environmental, economic, and social factors, fostering a holistic approach to sustainability.



Figure 7: First Workshop at the JEC World Paris

The second workshop, organized by APRA, focused on increasing awareness and acceptance of circular economy solutions. APRA was uniquely qualified to oversee this session, as it is responsible for monitoring European circular economy strategies and tracking new or upcoming legislation. The workshop was held on 8 April 2025, at REMATEC in Amsterdam, offering both in-person and online participation. The interactive session was designed to provide insights from the ZEvRA project on enhancing the circularity of electric vehicles and identifying key challenges related to circular materials. REMATEC is the preeminent global trade fair for the remanufacturing industry, with a particular emphasis on electric vehicles, battery packs, and sustainable manufacturing. Consequently, the event provided an optimal environment for the workshop's discussion of these topics.

The third workshop was organized at the METEF, which is the International Trade Fair for the Aluminum Supply Chain. This event was held from 5-7 March 2025 in Bologna, Italy. The workshop was conducted in person with approximately 30 participants as it can be seen in Figure 8:

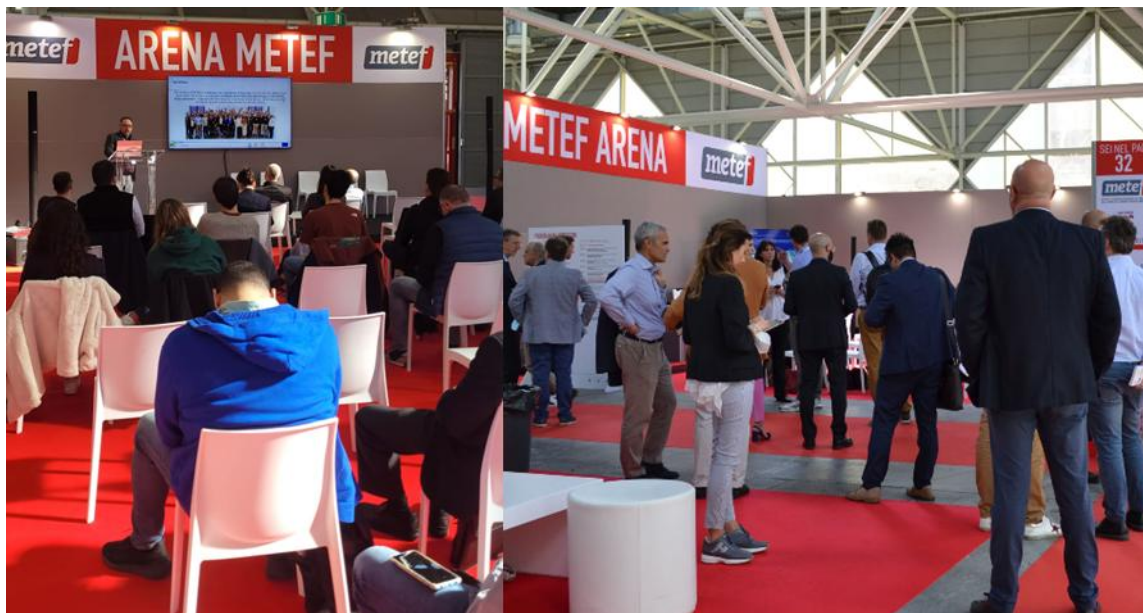


Figure 8: Images from the workshop at the METEF

Lorenzo Donati from the University of Bologna delivered a presentation on the Zevra Project, which was entitled "Harmonized circularity in the extrusion industry: the EU project ZEvRA." Ruggero Zambelli of Raffmetaldelivered a presentation on recycled aluminium alloys for metal forming processing. The title of the presentation was "Recycled Aluminium Alloys for Metal Forming Processing."

3.5 Supporting the First Annual Conference in WP5

To maximize the visibility and acceptance of ZEvRA, we are working closely with WP5, as UNN planned its first annual conference. This conference will took place on 27 November 2025 at Eurecat facilities in Cerdanyola, Catalonia, Spain. Fraunhofer and Bax from WP6 supported the promotion of the workshop by designing the marketing banner and agenda in accordance with the corporate design guidelines (see Figure 9 and Figure 10).



Figure 9: Banner of 1st Annual Conference ZEvRA (as per 20.11.2025)

Time	Description	Speakers
08:45 - 09:15	Registration and Welcome coffee followed by host Welcome note 09:15 - 09:30	
09:30 - 10:00	From Ambition to Action: Circularity as the Engine of Europe's Zero-Emission EV Future.	Thomas Hipke (Fraunhofer)
10:00 - 10:30	Driving Innovation in Zero-Emission Vehicle Readiness: The OEM Perspective.	Matthias Klaus Reichelt (SKODA)
10:30 - 10:45	Coffee Break	
10:45 - 11:30	Applying the 9Rs: Barriers and Breakthroughs in Circular EV Design.	Moderator: Stefan Caba (EDAG); Panelists: • Violeta Vargas (EUT), • Chrabak Peter (BDN), • Gianluigi Creonti (CROSS FIRE SRL) • Manuel Molina (TOYOTA) • Alberto Gómez (FICOSA)
11:30 - 12:30	Breaking Down the Barriers: Circularity Challenges in the Automotive Industry.	Moderators: Engy Ghoniem (UNN), Ahmed Elmarakbi (UNN) Panelists: • Katharina Schoeps (RKW), Tony Schuetze (RKW) • Kirsten Lange (APRA), Davar Hemyari (BENTELER/NTNU), • Stefan Caba (EDAG) • Dennis Lauterbach (VW)
12:30 - 13:30	Lunch	
13:30 - 14:45	WORKSHOP: How to Assess Circularity Across the EV Value Chain - Interactive session with live demo and group feedback.	Violeta Vargas (EUT), David Sánchez (EUT) Parallel session for online participants tbd
14:45 - 15:00	Coffee Break	
15:00 - 15:45	From Concept to Market: Circular Case Studies and Skills for the Future EV Workforce.	Moderators: Christian Hannemann (IFRA), Davar Hemyari (Benteler/NTNU), • Katharina Schoeps (RKW), Tony Schuetze (RKW) • Kirsten Lange (APRA), • Thierry Renault (COMPOSITEC)
15:45 - 16:00	Closing Remarks & Call to Action	Ahmed Elmarakbi (UNN), Engy Ghoniem (UNN)

Figure 10: Agenda of 1st Annual Conference ZEvRA (as per 20.11.2025)

The objective of the conference was to showcase innovations in circular design, materials, and business models for electric vehicles (EVs). In order to support the development of skills in circular automotive practices, it is necessary to identify training needs. Moreover, the conference should prioritize the strengthening of collaboration to facilitate the expansion of circular value chains throughout Europe. The conference was conducted in a hybrid format, offering both in-person and online participation. A total of 98 people participated, of which 53 attended online and 45 were present in person.

The conference consisted of the following points to create a maximum of visibility:

- Keynotes, panels, and interactive workshops
- Insights into ZEvRA's tools, business models, and training strategies
- Discussions on technical, regulatory, and economic barriers — and solutions
- Networking with consortium partners, OEMs, and regional stakeholders



Figure 11: *Speaker Spotlight of Skoda Auto*

To ensure optimal communication and dissemination of the conference, Fraunhofer and Bax created a series of frequent posts on the website and on LinkedIn. In addition to the banner, agenda, and online registration tool, we also designed speaker spotlights to provide regular updates on all speakers and OEMs (see Figure 11).

4 Dissemination and Communication Dashboard

In order to track the long-term achievement of KPIs, Fraunhofer has created a specialised table for D&C activities as demonstrated in Figure 12.

All beneficiaries are required to enter all D&C activities into the dashboard, with the sequence of entry commencing with the event type. It has been determined that the aforementioned activities may include the following: the dissemination of content on social media platforms or the website, participation in a conference or trade fair, or the organisation of a workshop. Furthermore, the planned scientific publications of all partners are also entered into this table. This enables Fraunhofer to immediately evaluate the attainment of the dissemination and communication objectives, as previously delineated.

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)	Estimated number	Secondary audience reached (dropdown menu)	Estimated number 2nd audience	Date (dd/mm/yyyy)	Link
30 APRA	[Website]	Remanufacturing research		[Industry]		[Academia]		planned	https://www.linkedin.com
31 APRA	[Social Media]	ZEVRA EU project consortium meeting	online					20 June 2024	https://www.linkedin.com
32 FARPLAS	[Social Media]	ZEVRA EU project consortium meeting	online					20 June 2024	https://www.linkedin.com
33 EDAG	[Participation in a Workshop]	Fachworkshop AutoReSS "Design for Circularity"	online	[Industry]	30	[Policy makers]		20/27th June 2024	
34 FH-IWU	[Social Media]	ZEVRA EU project consortium meeting	online					21.06.2024	https://www.linkedin.com
35 TUBS	[Website]	ZEVRA		[General Public]				Aug 24	https://www.fraunhofer.de
36 VTT	[Social Media]	2nd Consortium Meeting	Online	[General Public]		[General Public]		Aug 24	https://www.linkedin.com
37 FH-IWU	[Non-scientific and non-academic]	Cars made without new materials (almost)	physical and online	[General Public]		[Industry]		Aug 24	https://www.fraunhofer.de
38 SKODA	[Website]	ZEVRA: An International Project to Improve the Sustainability of Electric Vehicles		[Media]		[Media]		Aug 24	https://www.skoda-auto.com
39 POLIMI	[Social Media]	DMEC joins efforts in realizing zero-emission electric vehicles	online	[General Public]		[Academia]		Sep 24	https://www.linkedin.com
40 APRA	[Participation in an Event]	Representing ZEVRA at fair, introducing the project on "Remanufacturing Day" Sep 11th	Frankfurt/Main, G	[Industry]		[Other]		8-12.9.2024	
41 FH-IWU	[Non-scientific and non-academic]	publication in Fraunhofer-Magazine		[Industry]					
42 HMF	[Website]	ZEVRA EU project participation	online	[Industry]		[Other]		Sep 24	https://www.hmv.de
43		United for zero-emissions: Europe's collaborative push in EV innovation							
44 BAX	[Website]	United for zero-emissions: Europe's collaborative push in EV innovation	[Website]	[General Public]		[Industry]		Sep 24	https://baxcompany.com
45 BAX	[Social Media]	ZEVRA	[Social Media]	[General Public]		[Industry]		Sep 24	https://www.linkedin.com
46 RWK	[Pitch Event]	[Organisation of a Workshop]		[Policy makers]		[General Public]		Feb 24	
47 COMB	[Social Media]	[Social Media]	[Social Media]	[General Public]		[Industry]		Apr 24	https://www.linkedin.com
48 RAFFMETAL	[Social Media]	[Social Media]	[Social Media]	[General Public]		[General Public]		31/10/2024	https://www.linkedin.com
49 APRA	[Website]	Remanufacturing in research - APRA's contribution to EU research projects RECREATE, ZEVRA and REUMAN	[Website]	[Industry]	20	[General Public]		20.02.2025	https://events.teams.fr
50 APRA	[Participation in an Event]	Rematec 2025	Amsterdam, Neth	[Industry]		[Academia]		8.4.-10.4.2025	
51 EDAG	[Participation in an Event]	Presenting ZEVRA at Automechanika, Ambition Stage	Frankfurt/Main, G	[Industry]	15	[General Public]	5	11.09.2024	
52 CONTI	[Website]								
53 EDAG	[Participation in an Event]	Representing ZEVRA at Automechanika, introducing the project on "Remanufacturing Day" Sep 11th	Frankfurt/Main, G	[Industry]	50	[General Public]		11.09.2024	
54 POLYMERIS	[Exhibition]	Annual French Recycling of Polymers Meeting (+ LinkedIn)	Clermont-Ferrand	[General Public]	280	[Industry]	200	5.11-6.11.2024	https://www.polymeris.com
55 VW	[Exhibition]	OHLF-market place		[Industry]	1000	[Academia]		15.11.2024	https://www.linkedin.com
56 FARPLAS	[Website]		[Website]					23.10.2024	https://www.farplas.com
57 EUT	[Participation in an Event]	advanced manufacturing madrid	Madrid	[General Public]				20-21.11.2024	https://www.madrid.es
58 FH-IWU	[Social Media]	Discovering our ZEVRA project	[Social Media]	[General Public]				21.11.2024	https://www.linkedin.com

Figure 12: D&C Dashboard/KPI-table

Every four weeks, Fraunhofer sends a reminder mail to all partners requesting that they enter their updates into the dashboard. Fraunhofer also reviews various search engines at four-week intervals to detect new online sources that reference ZEVRA.

Furthermore, Fraunhofer and BAX perform a monthly evaluation of the key metrics related to ZEVRA's social media activities. The dataset includes information on changes in follower numbers, posts, likes, impressions, and shares, which are entered into a dedicated section of the dashboard.

5 Conclusion

This document provides a comprehensive overview of the communication and outreach strategies that have been implemented to ensure the effective promotion of the ZEvRA project, with a view to raising both visibility and awareness of the circular economy and e-mobility. Furthermore, the deployment of specific monitoring tools, such as the D&C dashboard, is instrumental in the strategic tracking of essential performance indicators (KPIs), thereby ensuring the project's visibility and awareness.

Furthermore, it is anticipated that the project website will remain accessible for a period of two years following the conclusion of the project. In conjunction with the training platform and workshops established as part of this initiative, it is anticipated that the website will exert a long-term influence on the awareness and acceptance of the proposed zero-emission zone advocated by the ZEvRA project.

6 Annex

List of planned scientific publications

Type	Title	ISSN	Authors	Title of the journal	Date	Publisher	ZEvRA partner
Article in journal	Low Carbon Foot print aluminum alloys HPDC tooling, product and process design	p-ISSN 1335-1532, e-ISSN 1338-1156	Fabian Mayer, Daniel Jahn, Claudio Mus	Scientific journal for Metallurgy and Metallurgical Engineering, Materials Science, Metals and Alloys	4th QRT 2026	Acta Metallurgica Slovaca	Endurance
Article in journal	Secondary aluminum alloy HPDC structural component development	p-ISSN 1939-5981, e-ISSN 2163-3193	Fabian Mayer, Daniel Jahn, Claudio Mus	International Journal of metalcasting	1st QRT 2026	Springer	Endurance
Article in journal	Impact of die design and different bearing geometries on grain size and PCG formation during the extrusion of an AA6082 aluminum alloy: an experimental and numerical study.	TBC	Marco Negrozio, , Sara di Donato, Riccardo Pelaccia, , Adrian H.A. Lutey, , Daniele Carosi, Barbara Reggiani, Alessandro Morri, Lorenzo Donati	Journal of Materials Science & Technology	vol. 230 (2025) 80–92	Elsevier	Unibo
Conference proceeding	TBC	TBC	TBC	TBC	TBC	TBC	Unibo
Article in journal	“Computational And Experimental Validation For Utilizing An Innovative Recycled-Foamed Aluminium Alloy For Automotive Industry	TBC	TBC	TBC	TBC	TBC	UNN
Article in journal	challenges in collecting data to conduct LCC	TBC	TBC	TBC	TBC	TBC	UNN

	analysis and mitigations plans						
Conference proceeding	TBC	TBC	TBC	TBC	TBC	TBC	TUBS, FRA
Article in journal	TbD (Main theme: Compound development based on PP, ABS, PA recyclates)	TBC	TBC	TBC	TBC	TBC	VTT
Article in journal	Mechanical performance of thin walled recycled aluminium alloy products for automotive applications	TBC	TBC	TBC	TBC	TBC	EUT
Conference proceeding	Evaluating the Circularity of Computer-Aided Design Models: A Systematic Literature Review	TBC	Digiser & Vietor	TBC	02-04 April 2025	TBC	Digiser & Vietor
Article in journal	DPP data model for a circular vehicle	TBC	TBC	TBC	Q3 2026	TBC	TBC
Article in journal	Implicit FEM model for recycled and virgin PET	TBC	RISE	TBC	To be submitted on Jan-Feb	TBC	RISE
Article in journal	Process and performance digital twins for biobased and recycled materials composite: development and use in sustainable design.	TBC	RISE, Comptech,	TBC	To be submitted on Mar-Apr	TBC	RISE, Comptech,
Article in journal	TBC	TBC	TBC	TBC	TBC	TBC	NTNU
Article in journal	TBC	TBC	TBC	TBC	TBC	TBC	NTNU
Article in journal	TBC	TBC	TBC	TBC	TBC	TBC	NTNU
Conference proceeding	TBC	TBC	TBC	TBC	TBC	TBC	NTNU
Conference proceeding	TBC	TBC	TBC	TBC	TBC	TBC	NTNU