



## Initial communication, dissemination and exploitation plan

<b>Deliverable Number</b>	D1.4
<b>Deliverable Type</b>	R – Document, Report
<b>Dissemination Level</b>	PU (Public)
<b>Deliverable Responsible</b>	Elisabeth Ulbel (ViF)
<b>Planned Delivery Date</b>	2024-06-30
<b>Actual Delivery Date</b>	2024-06-26
<b>Document Version &amp; Status</b>	V1.1   Final

<b>Project Acronym</b>	EFFEREST
<b>Project Title</b>	Efficient User-Centric Energy Management Systems for Optimized Electric Vehicles
<b>Grant Agreement Number</b>	101138266
<b>Project Coordinator</b>	Virtual Vehicle Research GmbH
<b>Project Website</b>	<a href="http://www.EFFEREST-project.eu">www.EFFEREST-project.eu</a>



## Author(s)

Name	Organisation	Name	Organisation
Elisabeth Ulbel	ViF	Marta Ribas	ViF
Gabriele La Bruna	CLEPA	David Storer	CLEPA

## Reviewers

Name	Organisation	Date
Gottfried Fuchs	RBOS	2024-06-21
Denise García	CTAG	2024-06-24

## Change History

Version	Date	Name/Organisation	Description
V0.1	2024-06-03	Elisabeth Ulbel, ViF	Draft Version prepared
V0.2	2024-06-04	Elisabeth Ulbel, ViF	Introduction and objectives added
V0.3	2024-06-05	Elisabeth Ulbel, ViF	Structure and content added
V0.4	2024-06-06	Gabriele La Bruna, CLEPA	Draft exploitation plan added
V0.5	2024-06-25	Elisabeth Ulbel, ViF	Reviewer comments incorporated
V1	2024-06-26	Marta Ribas, ViF	Finalisation and proofreading
V1.1	2024-06-26	Elisabeth Ulbel, ViF Marta Ribas,	Incorporation of reviewer feedback and finalisation

## Table of Contents

1	Executive Summary .....	5
2	Introduction .....	6
2.1	About EFFEREST .....	7
2.2	Objectives .....	7
3	Dissemination and Communication .....	8
3.1	Target Group and Audience.....	8
3.2	Key Impacts .....	9
3.3	Key messages .....	10
3.4	Dissemination and Communication activities .....	10
3.4.1	Project Identity .....	11
3.4.2	Website and Social Media.....	12
3.4.3	Project Videos .....	13
3.4.4	Newsletters / Press Releases.....	14
3.4.5	Participation at Events.....	14
3.4.6	Workshops / Webinars .....	14
3.4.7	Scientific Publications .....	14
3.4.8	Clustering Activities .....	15
4	Exploitation.....	18
4.1	Key Exploitation Strategies .....	18
4.2	Intellectual Property Rights Management.....	19
4.3	Key Exploitable Results .....	19
5	Conclusion .....	20
6	Abbreviations .....	21
7	References.....	22

## List of Figures

Figure 3-1: Dissemination & Communication activities .....	11
Figure 3-2: EFFEREST Logo.....	12
Figure 3-3: EFFEREST Main Colours.....	12
Figure 3-4: EFFEREST Colour gradient .....	12
Figure 3-5: EFFEREST Website.....	13
Figure 3-6: EFFEREST LinkedIn .....	13
Figure 3-7: E-VOLVE Cluster Meeting .....	15
Figure 3-8: E-VOLVE Cluster Website "Active Members" .....	16
Figure 4-1. Structure of EFFEREST exploitation questionnaire .....	18

## List of Tables

Table 3-1: Partner Projects .....	16
-----------------------------------	----

## 1 Executive Summary

The Initial Communication, Dissemination, and Exploitation Plan delineates the principal activities and initiatives to be executed over the course of the EFFEREST project. This document specifies the key components, including the project's strategic approach and target audience, as well as the distinctive features that characterize and convey the essence of EFFEREST. Additionally, it encompasses comprehensive measures for the application of results during and subsequent to the project's implementation. These provisions will facilitate the project's successful execution and ensure the enduring impact and sustainability of its outcomes.

**Keywords:** Dissemination, Communication, Exploitation, Cluster Activities

## 2 Introduction

The purpose of this deliverable is to outline the strategy of the EFFEREST project for engaging relevant stakeholders and to describe the dissemination, communication, and exploitation strategies that will be implemented throughout the project. This document serves as a comprehensive guide for the consortium, ensuring all members are aligned and informed about the project's strategic direction.

The document is divided into five chapters, each serving a specific function:

**Executive Summary:** This chapter provides a brief overview of the project, highlighting key goals and strategies. It offers an outline of the entire plan, allowing readers to quickly grasp the main points.

**Introduction:** The introduction sets the stage by explaining the project's background, objectives, and the importance of effective stakeholder engagement. It lays the foundation for understanding the subsequent chapters.

**Dissemination and Communication Plan:** This chapter details the methods and channels that will be used to share information about the project with various audiences. It includes strategies for reaching stakeholders, maintaining ongoing communication, and ensuring that the project's messages are clear and consistent.

**Exploitation Plan:** This section outlines the project's plans to utilize the results both during and after its completion. It describes the steps that will be taken to maximize the impact of the project's outcomes and ensure their long-term sustainability.

**Conclusion:** The final chapter summarizes the key points of the document and reinforces the importance of each strategy in achieving the project's objectives. It provides a closing reflection on how the outlined strategies will contribute to the project's overall success.

Each chapter provides detailed information and clear guidance, ensuring that all project objectives are met. This deliverable is essential for the successful execution and sustainability of the project's outcomes, providing a roadmap for all activities and ensuring that the EFFEREST project achieves its intended impact.

The dissemination and communication plan includes objectives, target audiences, dissemination activities, and a list of planned or completed dissemination activities by the consortium. All activities will be documented in the dissemination and communication plan and implemented at various levels throughout the project's duration.

The exploitation plan describes the methodology, exploitation activities, stakeholder engagement, and intellectual property rights management.

The dissemination, communication, and exploitation plan will be regularly reviewed and updated based on the project's progress and newly acquired knowledge. If necessary, corrective actions will be taken in agreement with the project consortium. All dissemination, communication, and exploitation activities will be documented by the project partners and regularly monitored by the Work Package Leader ViF (lead for dissemination and communication) and CLEPA (lead for exploitation).

## 2.1 About EFFEREST

EFFEREST (Efficient User-Centric Energy Management Systems for Optimized Electric Vehicles) targets a decisive leap forward in the novel use of data to achieve energy efficient electric vehicle (EV) designs, matching enhanced user acceptance with efficient vehicle operation. The focus of this work are the systems and components that manage cabin comfort and powertrain performance. These systems will be improved not only individually, but linked together, so that the engineering trade-offs to improve efficiency and affordability will be made in the interest of fulfilling the user's needs. EFFEREST will increase the competitiveness of Europe, strengthening industrial leadership in key digital, enabling, and emerging technologies to make EVs more attractive for the worldwide mass market.

## 2.2 Objectives

Based on the impact requirements of the call topic HORIZON-CL5-2023-D5-01-01, the following objectives and relevance were defined during the proposal phase as the foundation for the dissemination, communication, and exploitation activities within the EFFEREST project:

Dissemination, communication, and exploitation activities will be continuously carried out within WP1 to raise awareness about the project concept and results to the widest number of potential target groups and to ultimately pave the way for exploitation activities. Dissemination, and communication will be led by VIF, and exploitation activities will be led by CLEPA with the active contribution of all partners.

The primary goal of our dissemination and communication efforts is to boost the visibility of EFFEREST among targeted audiences at the local, national, and international levels. Additionally, these efforts aim to support the achievement of the project's intended impacts.

The exploitation plan is designed to extend the reach and impact of our proposed solutions, paving the way for their industrial and commercial implementation to meet the desired outcomes and impact.

This plan for dissemination, communication, and exploitation also aims to:

- Raise awareness of the successes of European collaborations, which improve the quality and excellence of scientific partnerships and contribute to addressing societal challenges.
- Highlight how the project's results are vital for enhancing optimized electric vehicles.
- Increase the visibility of research and development outcomes from EU-funded projects, thus supporting EU policies.
- Educate target groups to promote the acceptance and adoption of sustainable solutions.
- Encourage the exchange of knowledge between industry and research sectors.

Furthermore, this document outlines the specific activities to be carried out to achieve the project's objectives and the particular goals related to dissemination, communication, and exploitation.

## 3 Dissemination and Communication

### 3.1 Target Group and Audience

One of the most important steps in ensuring the success of an EU project is the accurate identification of target audiences. This process is vital for tailoring the content to meet the specific needs and interests of different groups, ensuring that all stakeholders feel equally addressed and engaged. By understanding the unique characteristics and requirements of each audience, we can create more effective communication strategies and deliver messages that resonate deeply with each segment.

During the proposal phase several key target audiences were identified:

- **End customers:** This group includes private and commercial vehicle customers who benefit from higher efficiency, increased range, and lower costs. It is essential to communicate how the project will enhance their driving experience, reduce their operational costs, and contribute to a more sustainable future. Tailored messages that highlight these benefits can increase acceptance and adoption among end customers.
- **Scientific community:** Institutions operating in the domains of automotive engineering, power electronics engineering, and novel technologies are crucial for the advancement and validation of the project. Engaging with this community involves sharing detailed methodologies, research findings, and potential areas for collaboration. The project benefits from the latest scientific advancements and contributes to ongoing academic discourse.
- **OEM: (Original Equipment Manufacturers):** Car manufacturers and EV manufacturers are pivotal in bringing our project's innovations to market. They require information on how the project aligns with their production processes, enhances vehicle performance, and meets regulatory standards. Effective communication with OEMs can facilitate smoother integration of our technologies into their manufacturing pipelines.
- **Technology users:** This group comprises companies and SMEs developing energy management systems, as well as R&D departments involved in activities related to the EFFEREST project. They are interested in the practical applications of EFFEREST technologies and how they can be integrated into their own projects. Providing case studies, technical specifications, and potential benefits can help technology users see the value in adopting our solutions.
- **Technology suppliers:** Tier 2 and Tier 3 suppliers operating in EV systems, and providers of tools and methods for energy management systems, are key to the project's supply chain. Clear communication about technical requirements, collaboration opportunities, and the benefits of our innovations can strengthen partnerships and ensure a steady supply of necessary components and technologies.
- **General Public:** The general public and national public authorities are important for gaining broader societal support and ensuring compliance with regulations. Public outreach should focus on the societal benefits of the project, such as improving efficiency and affordability, and promoting sustainability. As the overall price reduction of vehicles, resulting from lower costs of systems and components as well as from the longer range and higher load capabilities. Engaging storytelling and public education campaigns can help in building a positive perception of the project.
- **European Commission:** As the main stakeholder of the project, responsible for setting up R&D projects in line with project calls, the European Commission needs comprehensive



reports on the project's progress, outcomes, and compliance with initial objectives. Clear, transparent communication with the Commission ensures continued support and funding for the project. The European Commission benefits from the progress towards the targets lined out in the Green New Deal and Fit for 55 plan.

By addressing the specific needs of these diverse audiences, we can ensure that our project not only reaches but effectively engages all relevant stakeholders. This targeted approach not only enhances the dissemination and impact of the project's outcomes but also fosters a sense of inclusion and partnership among all involved parties.

Identifying and understanding our target audiences is not a one-time task but an ongoing process. As the project evolves, we must continuously gather feedback, reassess our audience profiles, and adjust our communication strategies accordingly. This dynamic approach will help us maintain relevance and maximize the project's impact across all sectors.

### 3.2 Key Impacts

By detailing the scientific, economic, and societal impacts of the EFFEREST project, the project clearly communicates the comprehensive benefits and far-reaching implications of this initiative.

#### **Scientific Impact:**

The EFFEREST project will drive forward new scientific innovations aimed at creating user-centric electric vehicle (EV) solutions. By focusing on optimized energy efficiency through advanced design and Artificial Intelligence (AI) supported energy and thermal management strategies, the project aims to set new benchmarks in the automotive industry. These innovations will contribute significantly to the body of knowledge in automotive engineering and power electronics, fostering further research and development in these fields.

#### **Economic Impact:**

Economically, the EFFEREST project aims at delivering substantial cost savings and efficiency gains. By reducing development time by more than 30%, the project will lead to a cost reduction of approximately €3400 per EV. Additionally, an up to 7.6% reduction in vehicle-level costs translates to savings of up to €1800 per EV. The project also aims to increase the real-world range of EVs by more than 20% at 0°C, making EVs more practical and appealing in colder climates. These advancements will help maintain the EU's leadership in EV innovation, enhance the competitiveness of manufacturers and service providers, and support the introduction of 10% more new cars in the B-segment by 2035 through EFFEREST technologies.

#### **Societal Impact:**

On a societal level, the project will actively engage users in the transition towards greener transport and smarter grids. The project is expected to contribute significantly to CO<sub>2</sub> reduction, with an additional 1.15 million tons of CO<sub>2</sub> saved from European road traffic by 2035. By reducing dependency on fossil fuels and enhancing EV performance while lowering costs, the project will promote greater acceptance and adoption of EVs. This shift towards more sustainable road transportation will benefit public health and contribute to climate change mitigation. Moreover, the enhanced performance and cost-effectiveness of EVs will foster a more sustainable transportation system, aligning with broader environmental and public health goals.

### 3.3 Key messages

This section serves as the cornerstone for ensuring clarity, consistency, and coherence across all communications and dissemination actions. This section describes the core messages that need to be conveyed to the target audience, aligning with the overarching objectives of the plan. By defining these key messages, we ensure that every piece of communication, reinforces our main goals, resonates with the target groups and fosters a unified and compelling narrative.

- Revolutionizing EVs for Everyone: EFFEREST is making electric vehicles (EVs) more affordable, energy-efficient, and comfortable by focusing on user-centric designs tailored to your needs.
- Balanced Technology & User Benefits: Our unique approach sets development goals that perfectly balance cutting-edge engineering with tangible user benefits.
- Holistic User-Centric Energy Management: Experience the future with EFFEREST's adaptive energy management system, powered by advanced digital twins and AI combining thermal and powertrain control
- Optimized Performance: EFFEREST uses digital twins for smart optimization, ensuring every component is perfectly sized for peak performance and comfort.
- Personalized Mobility: Our adaptive control system learns and adjusts to your unique driving style and preferences, enhancing both efficiency and satisfaction.
- Virtual Reality Meets Reality: EFFEREST's real-life demonstration showcases our innovations in realistic driving scenarios.
- User Centre Data-Driven Insights: By analysing real fleet data, EFFEREST crafts user-centric vehicle use-cases that highlight the impact on reducing CO<sub>2</sub> emissions.
- Eco-Friendly Driving: EFFEREST is paving the way for greener roads with a focus on significantly cutting the CO<sub>2</sub> footprint of electric vehicles, by new eco-functionalities sustainable driving a reality.

These key messages will be updated and align along with the project developments and activities.

### 3.4 Dissemination and Communication activities

Figure 3-1 gives an overview on the main Dissemination and Communication (D&C) activities organized in phases aligned with the development of the different Work Packages.

This is divided into 3 phases, Planning [M1-M6], Implementation & Monitoring [M7-M24] and the third phase Preliminary exploitation [M25-M36].

Each phase is designated with specific objectives to ensure a focused and effective approach:

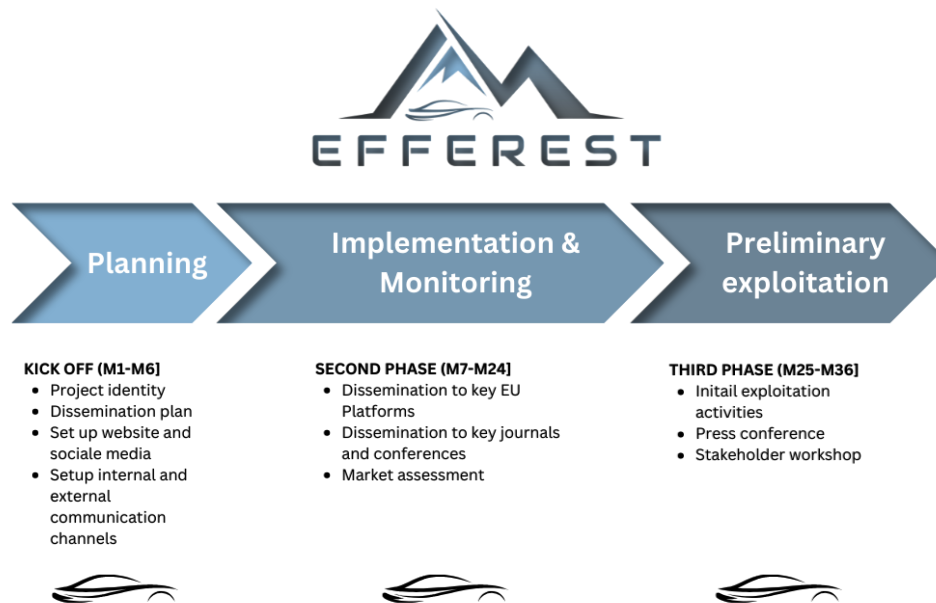
**Planning:** Project identity, dissemination plan, set up website and social media, setup internal and external communication channels.

**Implementation & Monitoring:** Dissemination to key EU Platforms, dissemination to key journals and conferences, market assessment, publishing in the social media, keep the website up to date.

**Preliminary exploitation:** Initial exploitation activities, press conference, stakeholder workshop. The strategy is designed to provide a clear roadmap for achieving our objectives, allowing for adjustments and improvements at each phase. The aim is to maintain a steady progression towards the targets, ensuring that all milestones are met effectively. Moreover, this approach facilitates widespread dissemination, ensuring that findings and innovations reach the intended

audience and stakeholders efficiently. Through meticulous planning and execution, EFFEREST committed to achieving excellence and maximizing the impact of our efforts.

## Dissemination & Communication activities



*Figure 3-1: Dissemination & Communication activities*

To support the successful marketing and dissemination of the EFFEREST project, several key objectives have been identified. These objectives are crucial for establishing a strong project identity, reaching a wide audience, and ensuring ongoing engagement with various stakeholders. The following section will provide a detailed status update on each of these objectives, outlining the progress made and the next steps planned to achieve our marketing and dissemination goals.

### 3.4.1 Project Identity

Creating a distinct project identity is fundamental. This includes designing a unique logo, colour scheme, and branding guidelines that reflect the project's goals and values and has been outlined within D1.2 "Project identity and web presence". The deliverable further includes the logo (Figure 3-2), colours (Figure 3-3 & Figure 3-4), etc. to be used in the EFFEREST project. A strong project identity helps in building recognition and trust among stakeholders.



Figure 3-2: EFFEREST Logo



Figure 3-3: EFFEREST Main Colours



Figure 3-4: EFFEREST Colour gradient

### 3.4.2 Website and Social Media

Developing a comprehensive website and active social media as LinkedIn (Figure 3-6) and YouTube presence is essential for disseminating information and engaging with the public. The website (Figure 3-5) will serve as the central hub for all project-related information, while social media platforms will be used to share updates, news, and interactive content, fostering a community around the project. The website went live with M4 and is accessible at any time.

By strategically focusing on these objectives, we aim to maximize the visibility and impact of the EFFEREST project. Each objective is designed to address different aspects of communication and engagement, ensuring that the project reaches and resonates with a diverse audience.

**YouTube Account:** [www.youtube.com/@EFFERESTEUProject](https://www.youtube.com/@EFFERESTEUProject)

**LinkedIn Account:** <https://www.linkedin.com/company/efferest/>

**Website:** [www.efferest-project.eu](http://www.efferest-project.eu).

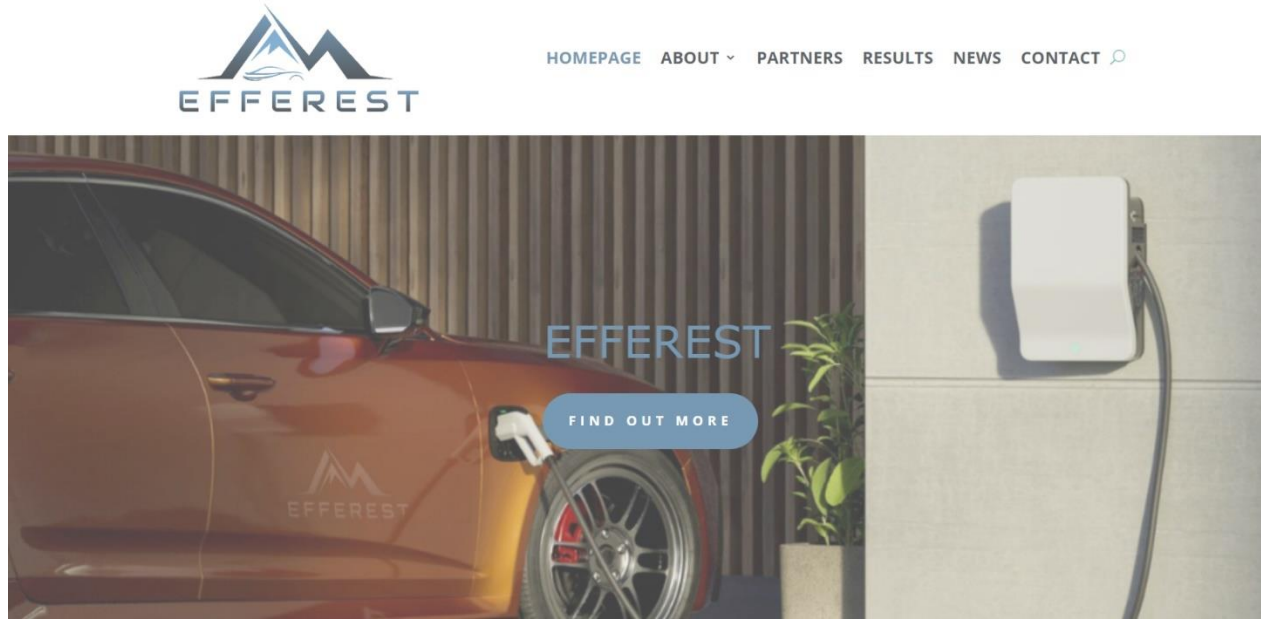


Figure 3-5: Efferest Website

The website is user friendly designed, providing visitors with a quick and easy overview of the project, its goals, vision, and mission.

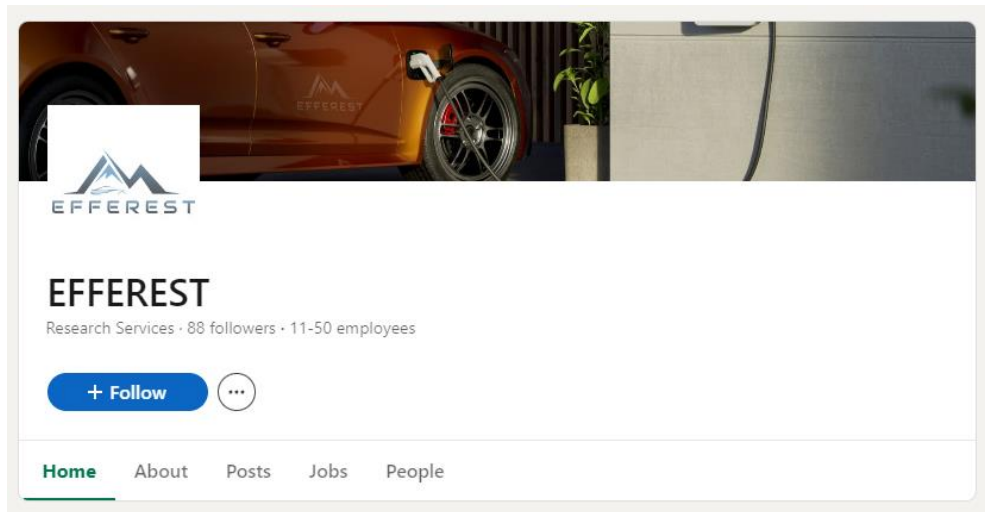


Figure 3-6: Efferest LinkedIn

### 3.4.3 Project Videos

Producing high-quality project videos is an effective way to communicate complex ideas in an accessible and engaging manner. These videos can showcase the project's progress, highlight key milestones, and demonstrate the real-world impact of the Efferest technologies. Once a video is finalized, it will be uploaded to YouTube and shared via social media and the project website.

### 3.4.4 Newsletters / Press Releases

Regular newsletters and press releases will keep stakeholders informed about the latest developments, achievements, and upcoming events. At least 6 press releases and newsletters will be published during the project with the aim of creating awareness of the project's objectives and findings. These communications are crucial for maintaining transparency and sustaining interest in the project.

### 3.4.5 Participation at Events

Actively participating in industry conferences, trade shows, and other relevant events will provide opportunities to present the project's innovations, network with key industry players, and gather valuable feedback. Such engagements also help in positioning the project within the broader market context. EFFEREST will be represented at a minimum of 20 international conferences and events, such as the RTR Conference 2Zero, TRA 2026, RTR 2026, FISITA World Mobility Summits, European, Heat Pump Summit, ECS Simulation Conference, HVAC & Refrigeration Live, Automotive Interiors Expo, Europe, Advance Battery Conference, eMobility Expo & World Congress, EVS38, EVS39, VPPC 2025/2026, IECON 2025/2026, IEEE VPPC 2025, AVEC Symposium, the IAVSD conference and the SAE World Automotive Congress.

### 3.4.6 Workshops / Webinars

Organizing workshops and webinars allows for in-depth discussions and knowledge sharing with experts, partners, and the public. These events are important for fostering collaboration, educating stakeholders, and addressing any questions or concerns related to the project. A series of 4 workshops/webinars are planned to be organized within the project, specifically targeting industry players.

### 3.4.7 Scientific Publications

Publishing findings in reputable scientific journals will contribute to the academic community and validate the project's methodologies and results. Scientific publications ensure that the project's innovations are recognized and cited within the relevant research domains. The consortium will publish at least 15 peer-reviewed, open access articles in journals.



### 3.4.8 Clustering Activities

Engaging in clustering activities involves collaborating with other projects, initiatives, and networks that have similar goals or technologies. This collaboration can lead to shared resources, joint events, and collective advancements, amplifying the impact of the EFFEREST project. EFFEREST is an integral part of the E-VOLVE Cluster. This collaboration enhances our ability to share knowledge, resources, and innovations with other leading projects in the field. Figure 3-7 illustrates the first cluster meeting together with our colleagues from the SmartCorner Project.

#### EFFEREST is an official member of the E-VOLVE Cluster



We are very happy to announce that EFFEREST is an official member of the E-VOLVE Cluster!

Being a member of the E-VOLVE Cluster provides us with a valuable platform to expand our network and work together on innovative solutions. As part of the cluster, we are determined to contribute to the further development of our respective areas of expertise and to utilise synergies between our projects. This opportunity allowed us to get to know our colleagues from SmartCorners in person, who have also just joined the E-VOLVE Cluster. Right from the start, we got on well and started planning future collaboration activities. It's always nice to meet with other EU funded projects and its members. We look forward to a productive collaboration in the E-VOLVE Cluster and are excited to explore new possibilities together with our colleagues and realise the full potential of our projects.

Find out more about the E-VOLVE Cluster: <https://evolvecluster.eu/>

*Figure 3-7: E-VOLVE Cluster Meeting*

Figure 3-8 highlights EFFEREST's contribution on the E-VOLVE Cluster website. Each active member is prominently featured under the "Active Members" section, where visitors can access detailed profiles. These profiles include links to their respective social media channels, facilitating easy connectivity and engagement. By integrating social media links, the E-VOLVE Cluster website enhances visibility and allows stakeholders to stay updated with the latest developments and activities from each project member.

**E-VOLVE Cluster Account:** <https://evolvecluster.eu/>

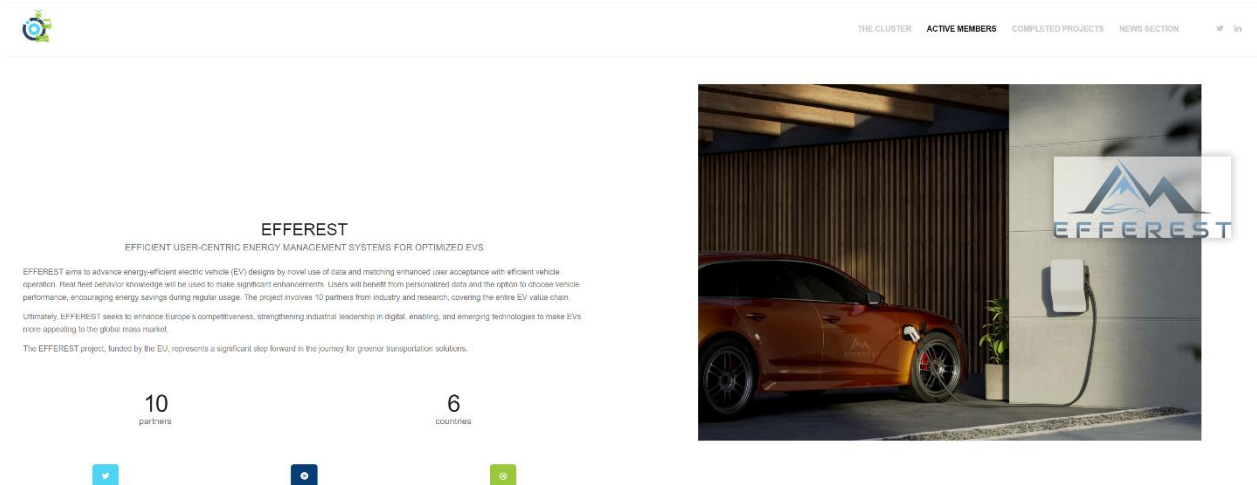


Figure 3-8: E-VOLVE Cluster Website "Active Members"

Furthermore, the partners will regularly communicate with related projects and initiatives, allowing for combined efforts and stronger messaging. This coordination will minimize duplication in dissemination and communication activities, enable knowledge exchange, and address common challenges. Joint events will facilitate stakeholder networking. Table 3-1 shows the partner project of EFFEREST with a short summary.

Table 3-1: Partner Projects

Project name	Description	Website
MINDED	MINDED addresses in full the “expected outcome” and “scope” of the HORIZON-CL5-2023-D5-01-01 topic by delivering a battery electric IVECO eDaily minibus with 20% improved range at 0°C against the 2023 baseline. This is achieved by introducing a highly efficient heating system based on infrared (IR) panels, controlled by a novel user-centric HMI, embedding an optimised thermal and energy management strategy (TEMS) for improved comfort and reduced energy consumption	<a href="https://www.minded-project.eu/">https://www.minded-project.eu/</a>
SMART CORNERS	In-wheel motors (IWMs) have become a mature technology that is well-suited for new user-centric electric vehicles (EVs). IWMs can be integrated in multi-functional and controllable modules consisting of the electric powertrain, friction brake and suspension/steering actuation. By combining several vehicle functionalities in a compact solution, the modules offer substantial opportunities to enhance the design and the operation of EVs. This is the starting point of the SmartCorners project. Using machine learning and AI, an adaptive multilayer control strategy will be implemented with historical and current data from the vehicle, its environment, and users, including relevant EV fleets. This approach will pave the way toward software-	<a href="https://smartcorners.eu/">https://smartcorners.eu/</a>



	<p>defined vehicles, enabling rightsizing, holistic optimisation, innovative fault mitigation and actuator allocation strategies as well as more efficient, adaptive, predictive, and personalised system operation. SmartCorners will provide a significant competitive advantage of the European industry and contribute to achieve key strategic orientations C and A of the EU Strategic Plan.</p>	
--	--	--

## 4 Exploitation

This section presents the initial exploitation plans of the EFFEREST Consortium, stressing that the exploitation progress is currently in its early stages. These plans will be further developed in later project phases and updated in the corresponding deliverables. The key aspects of this initial draft focus on the dissemination and deployment of results. The specific objective of the exploitation plan throughout its development is to outline the steps to ensure that the outcomes of EFFEREST are translated into practical solutions and applied in further research activities, thereby positively impacting society both during and after the project.

### 4.1 Key Exploitation Strategies

The EFFEREST project is still in its starting phase and, therefore it is not possible to provide an in-depth exploitation strategy to date. A questionnaire (Figure 4.1) will be sent to each partner to collect valuable inputs that will help determine the final exploitation strategy. The deliverable will be updated accordingly.



Figure 4-1. Structure of EFFEREST exploitation questionnaire

## 4.2 Intellectual Property Rights Management

The Intellectual Property Rights (IPR) are governed by the Consortium Agreement (CA) [1], which was signed by all partners at the beginning of the project. This agreement includes provisions related to IPR such as ownership, transfer, dissemination of results, access rights, and confidentiality. All partners will refer to this document for any IPR-related issues.

Given the competitive industrial nature of the project, not all data, results, and knowledge generated can be published without impacting the interests of the partners.

## 4.3 Key Exploitable Results

In this initial phase of the exploitation plan, EFFEREST anticipates driving innovation by delivering unique knowledge and technological advancements. The project promotes standardization, including the feasibility assessment of the latest developments through the consortium's diverse expertise. Additionally, the industrial partners will explore the potential for production and market entry of the results, while the research partners will concentrate on disseminating public results through various means.

Regarding long-term sustainability and exploitation, this strategy classifies assets as follows:

**Project Results and Outcomes:** This category encompasses the primary outcomes and results achieved throughout the project's duration and they will remain available as references for stakeholders to utilise in future projects and research endeavours.

**Assets for Further Exploitation (Internal and External):** This refers to the key thematic assets, such as specific tools, that can be further exploited and developed beyond the EFFEREST project's timeframe. This includes both assets that consortium partners will update or maintain in the coming years and those that could potentially be adopted by external partners not directly involved in EFFEREST. These assets will become sustainable once a partner assumes responsibility for their ongoing development.

**Education, Skills and Training:** Integrating education, skills, and training into a project plan is crucial for its success and sustainability. Partnering with industry experts offers valuable insights and resources, ensuring training programs meet real-world needs. Collaborations with educational institutions provide access to cutting-edge knowledge and research, enriching the project's foundation. EFFEREST regards vocational education as a key driver of innovation and growth, with the flexibility to adapt to labor market shifts. This strategy not only boosts the team's capabilities but also ensures that the project's outcomes remain relevant and valuable in a constantly evolving economic landscape.

**International outreach:** For European projects, international outreach is vital for broad engagement, result dissemination, and sustainability. The EFFEREST consortium will leverage the combined networks and digital tools available to each partner. Social media platforms like LinkedIn, the project website, YouTube, and others will facilitate event promotion and broader audience interaction. Open-access webinars will be organized to share project milestones, foster international synergies, and encourage collaborations that can extend beyond the project's conclusion. Additionally, participating in international events, symposia, and workshops will help reach a wider audience. Finally, using all these tools post-project will ensure continued engagement, maintaining interest and impact.

## 5 Conclusion

In conclusion, this initial communication, dissemination, and exploitation plan establishes a framework for effectively engaging our target audiences and maximizing the impact of our project. By defining our objectives, strategies, and key messages, we ensure a structured and coherent approach to disseminating our findings and fostering meaningful interactions with the target groups.

This plan outlines tactics to leverage various communication channels and tools, ensuring our messages are tailored and useful multiple channels. Through targeted outreach and strategic partnerships, we aim to amplify our project's reach and foster a deep understanding of its value and implications.

As we progress, continuous evaluation and adaptation of this plan will be paramount. This dynamic approach will allow us to address emerging challenges and seize new opportunities, ensuring the ongoing relevance and effectiveness of our dissemination efforts. By staying attuned to the needs and feedback of our audiences, we can refine our strategies and enhance our engagement.

Ultimately, our goal is to create a lasting legacy of innovation and collaboration. Through strategic communication and active stakeholder involvement, we will not only share our project's outcomes but also inspire and empower others to build upon our work. This plan is a critical step towards achieving these aspirations, setting the stage for sustained impact and ongoing success.

## 6 Abbreviations

Term	Definition
AI	Artificial Intelligence
EFFEREST	Efficient User-Centric Energy Management Systems for Optimized Electric Vehicles
EU	European Union
EV	Electric Vehicle
PU	Public
R	Document, Report
WP	Work Package
OEM	Original Equipment Manufacturers

## 7 References

- [1] EFFEREST Consortium Agreement, V4.0, 2024-02-07
- [2] Grant Agreement Number 101138266 – EFFEREST, 2023-12-0