

D8.1

# Dissemination, Communication and Exploitation Plan

875629



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## Document Contributors

Deliverable responsible		ZABALA Innovation Consulting	
Contributors	Organization	Reviewers	Organization
Susana Garayoa	ZABALA Innovation Consulting	Cristina Catalina	ZABALA Innovation Consulting
Carla Sala	ZABALA Innovation Consulting	Sofía López de Aguilera	ZABALA Innovation Consulting
Leonardo Casado,	ZABALA Innovation Consulting		

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## List of abbreviations

Abbreviation	Description
CA	Consortium Agreement
CFS	Certificate on the Financial Statements



DoA	Description of Action
EB	Exploitation Board
EC	European Commission
GA	Grant Agreement
KPI	Key Performance Indicator
MoM	Minutes of Meetings
RP	Reporting Period
TC	Technical Committee
WBS	Work Breakdown Structure
WP	Work Package

## 1. Executive Summary

Deliverable D8.1 – Dissemination, Communication and Exploitation Plan establishes the basis for the development of a common dissemination & exploitation plan in the project. This is a document for the use of all the partners involved in NAIMA project, designated as “public” regarding the dissemination level. The deliverable will keep updated the Dissemination, Communication and Exploitation strategies of the project as well as identifies in detail stakeholders, actions, tools, materials, KPI’s and procedures agreed. This deliverable is alive and will be modified according to the project needs. The results of the strategies implemented will be complementary made visible every year through deliverables D8.4 Exploitation Plan (M6) (M12) (M24) (M36) and D8.5 Report on Communication and Dissemination activities (M12) (M24) (M36).

## 2. Summary of NAIMA project

**NAIMA** is a project funded by the Horizon2020 Programme of the European Commission which goal is to demonstrate that the new generation of high-competitive and safe Na-ion cells developed and tested during the project is one of the most robust and cost-effective alternatives to unseat the current and future Li-based technologies, nowadays controlled by Asian industry. This disruptive technology is already supported by a solid European Battery value chain (industry partners of the consortium) through their solid commitment of substantial investments in the manufacturing of all components of a battery, preserving the ownership and industry strength around European countries.

Within the framework of the project, **6 SIB prototypes will be tested in 3 multi-scale Business Scenarios (BS)** to provide solid evidences about the competitiveness of the technology in 3 real ESS environments (renewable generation, industry and private household) through the application of an assessment and monitoring protocol. To that end, the involvement of the end-users (EDF, GESTAMP, GOLDLINE) will play a crucial role as strict “technology auditors” to assess the feasibility of becoming “potential buyers” of SIBs in their business ecosystems. Furthermore, the “sustainability approach” will be ensured by the definition of concrete 2nd life potential applications and the fulfilment of a high recycling efficiency rate (>50%wt). This approach will be reinforced by the development of a product integrated methodology capable to combine technical, environmental and social aspects in a full LCA and LCC.

### Specific objectives:

- To develop and test 2 enhanced configurations of Na-ion cells conceived by the perfect combination of novel advanced materials and chemistries, to demonstrate the fulfilment of KPIs directly linked with the technological competitiveness of the technology: High Power configuration (120 Wh/kg (gravimetric energy density), 5000 W/kg (gravimetric specific power), 250 Wh/l (Volumetric energy density) and 8,000 cycles); and Low Cost configuration (200Wh/kg; 420Wh/l; 500W/kg and 6,000 cycles) by the end of the project.
- To apply a set of cost reduction strategies to pave the way towards a high competitiveness with the aim of reaching a cost target of 0.05€/kWh/cycle (High Power configuration) and 0.04€/kWh/cycle (Low Cost configuration) by the end of the project.
- To design, assembly and test 6 SIB prototypes, as a full system, in 3 Business Scenarios (representing 3 ESS applications) where the role of storage technologies is considered vital for the end-users: EDF as Distribution System Operator (DSO), GESTAMP as automotive component manufacturer (for load management) and GOLDLINE as private householder. This approach will allow to demonstrate the technical feasibility of SIB prototypes by the monitoring and assessment of selected KPIs in a relevant environment.

- To introduce novel strategies such as *eco-design*, *circular economy*, *high recycling (50%)* and *2nd life applications* to guarantee the development of a sustainable SIB and to demonstrate its environmental, social and economic impact by the development of a full LCA and LCC. This SO will allow to target a recycling efficiency at least equal as established on the Batteries Directive.
- To contribute the creation of a new EU battery industry by the commitment of investments in manufacturing plants especially in the component production and cell assembly stages of the SIB value chain, reducing the EU dependence of the raw materials for Li-ion batteries (Li, Mn, Co, etc.). The NAIMA project will provide an excellent framework to convert the knowledge of the centres of excellence in *tangible products*, services and innovations by the industry players.
- To create a detailed *technology development roadmap* to establish the product development strategies required to achieve the target KPIs by 2030: 200 Wh/kg (gravimetric energy density), 1,500 W/kg (gravimetric specific power); > 750 Wh/l (Volumetric energy density), 10,000 cycles and >50% recycling rate.
- To create an industry upscaling roadmap enabling the *strengthening of the European Battery Industry* by addressing the whole value chain: to define the manufacturing processes (at component and cell level) for a future commercialization of Na-ion cells, to fabricate and test larger prototypes (L and XL formats) in big ESS trials and to certify the new products according to the standards required by the battery industry.
- To establish the main pillars of a precise refined feasibility study and business plan as a “strategic tool” to get a *smooth market penetration and proper orientation of the future products and services in 2023*. This plan will require the generation of profitable business models, the application of an IP and knowledge management strategy and the definition of finance and investment plans, among others.

### 3. Objectives and Approach of the Dissemination and Communication Strategy

Communication, Dissemination and Exploitation is an important part of the Horizon2020 projects that all partner must take part in. Communicating European projects should aim at how research and innovation are contributing to an “Innovation Union”.

This plan is divided into 2 complementary activities:

- Dissemination and communication activities oriented to show the attractiveness of the results achieved and their impact towards a target audience composed of key stakeholders already identified, consumers, journalists and general public.
- Exploitation actions will establish the main pillars for a future market uptake plan of the most promising and mature results generated in the project. The exploitation strategy will identify technical choices towards the most promising directions, thus maximising the opportunities for innovation and business.

In this manner, the aim of the NAIMA **Dissemination, Communication and Exploitation Plan** is to promulgate findings and innovation to key stakeholders to create value within the target communities and initiatives in the EU. In other words, Dissemination and Communication concerns the whole of the project because it is a way of raising awareness for the achievements targeted to the external audience, the scientific community and the potential business users of the products and services developed. It is needed to emphasize that the organisations directly or indirectly involved in the project, count on unquestionable positioning and capacity to influence and integrate internal dissemination



strategies, by involving complementary research and communication/marketing/business units to increase the impact of the project.

The consortium will ensure that the dissemination materials prepared for the promotion of the research results and benefits do not compromise the interests of the industrial stakeholders prior to disclosure. In this matter, the dissemination approach will be designed and tailored according to the nature of each partner. The findings from the NAIMA project will be also tailored to the specific audiences and provide a basis to fostering public support for the development of sustainable, environmentally-friendly and healthy technologies. All aimed to help maximise the impact of R&I actions.

The NAIMA project is conceived to develop and test 2 configurations of enhanced Na-ion cells to satisfy the main ESS applications demanded by the end-users of stationary energy sector. The novelty consists in the combination of bio-sourced Hard carbon, and at the least, EU-made Hard carbon for the anode, Low prices, abundant EU-made oxides and high value advanced polyanions in the cathode without Li, Ni or Co raw elements; and novel, commoditised and EU-available electrolyte and functional and unique Na-ion-tailored BMS solutions.

NAIMA will demonstrate the technical feasibility and cost-effectiveness of 6 SIB prototypes (M size) as an essential element of an ESS in 3 Business Scenarios (BS). These trials are representative of the 3 ESS applications where the technology is considered highly competitive. They were selected after a deep study about the portfolio of ESS applications stated on the EASE Roadmap7 (renewable generation and continuity of energy supply). The credibility of the outputs will ensure by the application of a test validation procedure and an assessment and monitoring protocol. The end-users will have the opportunity to see first-hand the added value associated to integrate the SIB in their business environments compared to scenarios based on other battery technologies. The SIB prototype will test in the following scenarios:

1. Renewable Generation Application (Edf; Écuelles (France)| Green Sib Prototype (2 Units).
2. Industry (Gestamp; Pamplona (Spain) | Blue Sib Prototype (2 Units).
3. Private Household (Ieit/Goldline; Sofia (Bulgaria)| Yellow Sib Prototype (2 Units).

The Dissemination and Communication strategy of NAIMA will combine on-line and off-line channels and tools, and reinforcing different highlights focused on the stakeholders. In this way, the combination of different actions will reinforce the message and allow to reach our audiences.

### 3.1. Target Audience and Description

The identification of target audiences of NAIMA project is crucial in order to customise the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered in an effective manner.

Dissemination and Communication channels and activities described on this Plan will be clearly focused on them and the messages will be adapted.

The following audience and stakeholders of the sector have been identified before the starting of the project and they will be considered at the European, national and regional level. During its development, partners will be asked to report about contacts, networking and activities established with this groups:

Target Groups	Communication Channels   Aim	Type
Industry, Mid-Caps and SMEs operating in ESS domain (battery manufacturers, Industry, DSOs, component suppliers)	<b>Channels:</b> Web and social media; Press releases; Scientific journals, specialised conferences; Industry events (market fairs); dedicated workshops; specialised communication channels. <b>Aim:</b> Project involvement and commercial exploitation.	<b>A</b>
Circular economy players: low energy market representatives, recyclers, consultancies	<b>Channels:</b> Website, newsletter and social media; Scientific journals; Circular economy conferences. <b>Aim:</b> Project involvement; Promotion of recycling potential of batteries.	<b>B</b>
NAIMA Stakeholders: Participants, project partners and other relevant stakeholders	<b>Channels:</b> Market and sector fairs, industry Workshops. <b>Aim:</b> Project involvement and commercial exploitation.	<b>C</b>
Technology Communities: EU initiatives, research communities, industrial associations and platforms.	<b>Channels:</b> Web and social media; Scientific journals, conferences, dedicated workshops. <b>Aim:</b> Project involvement, R&D cooperation, establishment of commercial networks.	<b>D</b>
Researchers and Academics: (Relevant research institutions)	<b>Channels:</b> Web and social media; Scientific journals, conferences. <b>Aim:</b> R&D cooperation.	<b>E</b>
Policy Makers and Standardization Bodies: European, National and Regional Policy-makers (Governments, Ministries, Agencies, Councils, etc.), lawyers, certifiers.	<b>Channels:</b> Web and social media; Policy Workshops in Brussels; Specialised communication channels (EU Community, etc.). <b>Aim:</b> Project involvement; Policy dissemination.	<b>F</b>
Consumers & Prosumers: Citizens, Owner associations, Household, Tenants.	<b>Channels:</b> Web and social media; Press releases; Dedicated workshops <b>Aim:</b> Project involvement; General awareness.	<b>G</b>
Public administrations: public servants interest group at European level.	<b>Channels:</b> Website, newsletter and social media; Videos; Short presentations for City Interest Groups; Specialized communication channels (EU Community). Open battery conferences <b>Aim:</b> Familiarize public servants with NAIMA concepts. Facilitate skill acquisition, implications and benefits of the use of sodium for stationary applications.	<b>H</b>
General Audience	<b>Channels:</b> Web and social media; Press releases. <b>Aim:</b> General awareness.	<b>I</b>
Mass media: Specialized journalist in energy, materials, environment, Economy, etc.	<b>Channels:</b> Website (dedicated section); Newsletter and social media; Videos; Press releases, articles, press conferences and specific events in pilot sites. <b>Aim:</b> Influencers. Raise awareness on public opinion.	<b>J</b>
Students: Educational training and communication actions addressed.	<b>Channels:</b> Web and social media; Training sessions; Student internships; Doctorate projects <b>Aim:</b> Promote scientific and technological vocations and formation of high-level scientists and engineers in Na-ion technology.	<b>K</b>

Table 1 Target Groups

Depending on the specific target audiences, the project will implement different strategies:

- Stakeholders engagement:** Industrial stakeholders could be a direct beneficiary of the project and potentially invest in the technology developed, especially to follow-on work with bioengineered natural-source derived nanovesicles. Our industrial stakeholders will ensure that research outcomes can be aligned with their industrial vision for the development of new generation products. We will reach stakeholders through the social media channels and executing social media campaigns in a way to get their attention. Not only social media will ensure that, because our participation in key events will also be a great platform to introduce the project into the NAIMA possible community hub.

- **Dissemination:** This includes a stakeholders' engagement and capacity building aims at targeting more experienced audiences (mainly technical and professional audiences, investors, academia etc.) with a focus on transferring technical/technological results through peer to peer communication (Legal reference Grant Agreement Article 29) Dissemination will be intensified at the same time that the project advances.
- **Communication:** It aims at lay audiences, end users and house owners, citizens and the general public (not always closely related with technological issues of NAIMA). The communication process covers the whole project (including results), starts at the outset of the project focused on multiple audiences and have a multiplier effect (beyond the project's own community, including the Media and general public). NAIMA must inform and engage the society, to show how it can benefit their progress. (Legal reference Grant Agreement Article 38.1). The Communication strategy has been launched since the beginning of the project building the NAIMA's brand.

### 3.2. Key Dissemination and Communication Channels and Activities

ACTIONS	DESCRIPTION	TARGET
Digital Marketing Strategy		
Project website and positioning	An advanced website, providing information about the project and the results, showcasing project's news and acting as a communication channel with the stakeholders and the project media hub.	All
Social Media Channels	Twitter account - information, general domain news and communicating directly with parties, influencers and key actors; LinkedIn community group to gather all interested stakeholders.	All
Videos & Multimedia	1 video presenting the project profile and general concept; 1 video presenting the project results and their application; Information pills with focused messages highlighting success stories.	All
Quarterly Newsletters	Information loaded electronic newsletters-project's status, developments and other news.	All
Logo and presentations	HQ professional logo, visual guide, and professional presentation templates (Word for deliverables, power point, press releases, etc. for all partners).	All
Supporting Communication Material	Posters/Banners/Rollups which will present the project's concept; Flyers/Leaflets that will contain general project information, best practices and ad-hoc information for events.	All
Technology Brochure	Development of a brochure gathering key technical information of the technologies developed (factsheets, specifications, etc.).	All
Press releases & conferences. Articles and interviews.	Due to the socioeconomic value of the project, it will catch interest from the Media. Work will be carried out with specialised journalist associations, taking full advantage of the public opinion and their capacity to influence upon the rest of the targeted audiences.	J
NAIMA Open Day	Open day events will be organized at different institutions involved in the project. During these events, the general public will have the opportunity to visit the research facilities, and to attend presentations prepared by researchers involved in the project. Local schools will also be contacted to promote participation of students in the Open Days	H, K
Joint events, workshops, round tables & networking with other projects	Events organised/co-organised by project inviting experts, researchers, clients and industry audience. Events where project will be invited to present its work and vision. All events will have presence on the website and the most important will be communicated via Twitter.	A, B, C, D, E, G

Interaction with other EU projects	Participation in EU Cluster initiatives and Networks and Interaction with other cluster initiatives potentially relevant for the project - such as those related to renewable energies and upscaling engineering, will also be promoted	A, B, C, D, E, G
Student Internships	Development of internships of final year undergraduate and postgraduate (Master) University students for the realisation of their final year practical work and Master thesis. Internships will be offered at the different partner research groups and companies to open the different research and industrial laboratories and facilities available at NAIMA for hands-on education and training	K

Table 2 Diss&Comm Activities

ZABALA Innovation Consulting is the leader of the WP8 about Dissemination, Communication and Exploitation Activities. The actions and processes will be coordinated with TIAMAT (leader of the project), **and the rest of the members of the consortium through the Communication Team, conformed by one member of each partner and the support of the Communication/Marketing/Business Departments of every organization.** It is indispensable a collaboration between the partners to elaborate a meaningful communication strategy that reaches every local, regional or European sector. To make this happen and reach our objective audience every pill of information should be translated into the local languages the partner of the consortium speaks: Italian, German, Slovenian, and Spanish. Every piece of information is going to be written in English.

ZABALA will nominate a person as the Communication Manager of NAIMA to coordinate the interaction among the partners, implement and monitor the strategy and act as the main contact of reference for Media and journalists.

Additionally, some specific procedures will be designed to organise in an effective way the external communication, the generation of content in the website, the Social Media work, the review of communication and dissemination materials, and the information and reporting about the participation in events.

All the materials produced to this end by the partners will be reviewed previously its local distribution.

In addition, and linked to the Subtask 8.2.4 *“Maximising the impact by the communication channels of the partners”*, ZABALA will establish synergies with the marketing and communication departments of the partners in order to increase the impact of the dissemination and communication activities of the project.during the project.

The following table summarizes the main strategies that will be implemented per each typology of organisation:

PARTNERS	DISSEMINATION TARGET
Large Industry: EDF, SOLVAY, UMICORE, GESTAMP	Great capacities to impact in ESS sector and complementary industry-sectors including their client networks and commercialization channels. Dissemination will focus on identifying and engaging potential customers interested in product/services generated.
SMEs: TIAMAT, BOKOL, ACC, ZABALA, GOLDLINE	Attract new clients and reinforce the loyalty of customer portfolio thanks to the new competitive advantages acquired in terms of boosting current products/services with new solutions. SMEs make available to NAIMA their existing client/supplier networks as well as the involvement of their marketing & communication departments.
Academia: CNRS, CEA, NIC, IEIT, VITO, IHE	Engage the scientific and industrial communities across Europe to raise awareness about the project and contribute to knowledge generation. Generate new research lines and training programs aligned with the key pillars of the excellence in science

	established in H2020. Involvement of research groups and communication departments in dissemination activities.
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Table 3 Partners Strength

### 3.2.1. Dissemination and Communication Policy and Rules and Support of the EU

The support to the NAIMA project by the European Commission must be recognised in all the dissemination and **communication tools and materials including the following disclaimer:**



***This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 875629.***

Dissemination activities in NAIMA project are deeply wedded with the intellectual property (IP) rights protection, which is clearly stated in **EC-GA Articles 23a**. Practical application of IP rights protection agreed among NAIMA project partners.

The main aspects of **IP rights protection** are the following:

- Common agreement on publication of other partners' confidential information or any other information subjected to their IP rights.
- Setting up the dissemination rules and procedures to avoid any potential breach of any partner's IP rights, especially rules and procedures for NAIMA project results publications. Understanding the difference between the interests of academia and industry partners of NAIMA project. The academia partners tend to publish all information they have at disposal, which is caused by academia common motivation systems while the industrial partners' decision whether, when and where to publish depends on commercial considerations.
- The basic regulation of the dissemination activities in the CA states that: Dissemination activities including but not restricted to publications and presentations shall be governed by the procedure of **Article 29.1 of the GA** subject to the following provisions.
- "A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — **at least 45 days**, together with sufficient information on the results it will disseminate.
- Any other beneficiary may object within — unless agreed otherwise — **30 days** of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests."
- For the avoidance of doubt, no Signatory Party shall have the right to publish or allow the publishing of any data which includes Foreground, Background or Confidential Information of another Signatory Party, even if such data is amalgamated with the Signatory Party's Foreground, or other information, document or material without the other Signatory Party's prior written approval. Where publications relate to jointly developed results, each Signatory Party involved must be asked for its consent to publish and such consent not to be unreasonably withheld, delayed or conditioned. All draft articles must be sent to the PC, the IM and to the



DCM before publication or production for reporting and archiving purposes. This will allow checking if they fulfil the dissemination requirements or whether they conflict with other existing papers. Moreover, the Scientific Board will decide whether it is appropriate to make the document accessible on the Project website or Open Data Repository.

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. Furthermore, any dissemination of results (in any form, including electronic) must specifically refer to the support of the EC:

For more information, please refer to **article 29 of the Grant Agreement**, which includes these and other considerations regarding the dissemination of the project and the **Open Access**.

All the beneficiaries of the project are committed to follow the guidelines about the use of the EU emblem using it in their communication to acknowledge the support received under EU programmes.

**Scientific and research publications must include this paragraph:**

**“The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains”.**

NAIMA project partners will have to provide open access to all peer-reviewed scientific publications relating to its results according to Article 29.2. of the Grant Agreement and H2020 Guidelines on Open Access to Scientific Publications (European Commission, 2017).

### 3.2.2. Website

The NAIMA's website ([www.naimaproject.eu](http://www.naimaproject.eu)) is the main Media Hub of the project.

ZABALA will update the NAIMA website regularly with news and events. Members of the consortium will be requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, Social Media profiles, newsletters, etc.).

Work package leaders are also required to keep informed ZABALA about the developments within these advances. This is a crucial request to follow during the whole implementation of the project because it helps the dissemination of results.

### 3.2.3. Social Media Guidelines

ZABALA is responsible for the management of the **Twitter, LinkedIn and Slideshare** channels for NAIMA project and partners must collaborate by mentioning the NAIMA Twitter account, retweeting the messages about the project and sharing publications on LinkedIn. The Social Media guidelines will gather some pieces of advice and procedures about the participation of the partners in events and the promotion of their visibility on the Social Media channels.

The project will also have a SlideShare account in which all the materials and documents that the project produces will be published.

Horizon2020 Programme has published a Social media guide for EU funded R&I projects with recommendations.



#### 3.2.4. Communication Materials

ZABALA will develop communication materials (Communication Materials Package following the Guidelines) to promote the NAIMA project and will be previously reviewed by the Communication Team. Partners must inform with enough time in advance if they need some of this materials for the participation to events or other requirements. Each partner is responsible in the creation of scientific and research publications/communications devoted to dissemination (previously reviewed by the rest of the partners).

#### 3.2.5. Reporting Events

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved seeking opportunities to present and showcase the project in their own countries and at both local and European levels. The participation in events must be previously communicated to ZABALA (in order to make visible activities through communication channels), and after the event every partner must complete the events questionnaire with the reporting about the dissemination activity: sum-up, number of attendees, pictures, publications, presentations, press clipping, etc.

### 3.3. NAIMA Visual Guidelines

The first communication action developed after the starting of the project was to create a recognisable brand of NAIMA reflecting the main goals of the initiative and offering to the audience/stakeholders a clear identification of the values and messages.

#### 3.3.1. Name

NAIMA is the branding name of the project which means: *“Na Ion Materials As Essential Components To Manufacture Robust Battery Cells For Non-Automotive Applications”*. The full title should be included in brackets when it is firstly mentioned in a document, then it will be used its abbreviation/acronym.

The project acronym **NAIMA must be written in uppercase font.**

#### 3.3.2. Logo and Visual Guidelines

The brand proposal for NAIMA is energy and therefore the strokes are expressed in diagonal and vertical lines. The joints are rounded in order to create harmony between the letters and show absence of aggressiveness, since NAIMA is a R&D project that searches welfare and progress for Europe.

The battery is represented by the “+” and “-” symbols, this graphic resource will be displayed throughout the comprehensive visual universe of the brand.

The logo is bounded by a rectangular frame that symbolizes indoor spaces. The technology developed in this project is not only aimed to renewable energy industry, it is also intended for use in homes, so we want to express closeness, proximity and comfort.

To sum up briefly, NAIMA logo searches to be a modern, positive and versatile image that embodies the brand's attributes. Communication Tools and Actions



Figure 1 Brand Logo



Figure 2 Reduced version of logo



Figure 3 Uses of the logo



Aa Aa  
Aa  
Miriam Libre

Aa Aa  
Aa  
Aa  
Quicksand

Figure 4 Font used for NAIMA



Figure 5 NAIMA colours

## 4. Communication tools and actions

### 4.1. Digital Marketing Strategy

With the main aim of attracting and establishing a NAIMA community around our general public, the Digital Marketing Strategy has been established with three main pillars:

- **NAIMA** website [www.naimaproject.eu](http://www.naimaproject.eu) that will be frequently updated through the section of news and events.
- **Social Media and newsletters** to share the advances about the project included on the website and attract visitors and users. This will also be used as a tool to interact and listen to the comments of the stakeholders of the project.
- **SEO** using techniques to obtain a good positioning of the website on Google.

#### 4.1.1. Website

The NAIMA website is the main Dissemination and Communication on line tool of the project, which will reflect news, advances, and results of the investigation of this project, and the rest of communication actions and the exploitation of the results. Therefore, its design, management, maintenance and generation of content are key activities. It will showcase the content of sections and defines the expected impacts for the project consortium and the final aim of the investigation of this project.



The website of NAIMA is an informative page and a Media Hub for all the public interested in the subject of the project. According to this strategy, messages will be shaped and delivered in an effective manner using Digital Marketing strategies: SEO, creation of content and Social Media channels will be the three pillars to achieve the best results.

The platform will be created to serve as a project content management system. With this aim, the website provides the following content, following guidelines and recommendations of the EC:

- General information about the project.
- Description of all the organizations members of the consortium including the main technical staff involved in NAIMA.
- Information, objectives and work packages.
- Section dedicated to the 6 SIB prototypes will be tested in 3 multi-scale Business Scenarios (BS).
- Calendar of events organized within the framework of the project.
- Press releases and other materials/resources focused on the Media.
- Information about the results as Public deliverables and Scientific Papers.
- Newsletters.
- Latest news.
- Addressing and contact information.
- Appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Programme and disclaimer excluding European Commission responsibility.

The NAIMA website has been created with specific objectives, which respond to the communication and dissemination needs of the project. Amongst them, the most highlighted are the following:

- Maintaining a **dynamic website**, all kind of contents will be periodically updated. The website will count with technical articles, investigation papers, public deliverables, pieces of news and policies of the sector, initiatives related to the European Commission, events created by this project or other projects with the same objective, workshops, etc. With this methodology it will improve positioning in Google searchers, and while sharing the content through social networks and the newsletter, more visitors will be attracted to the website.
- The NAIMA website is one of the **main communications and dissemination tools** of the project. To maximize the scope of the project, different strategies of digital marketing will be established.
- **SEO** – (Search Engine Optimization): the traffic of visits to the NAIMA website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it. NAIMA website will be SEO friendly and responds to the following standards. To generate traffic through search, NAIMA website is focused on keywords like batteries, Na-ion cell, demosites, Na-ion batteries, recycling, European Batteries, 2<sup>nd</sup> life.
- **Social networks**: the information hosted in the NAIMA website, will be used in the social media channels in a way to increase visits and attract newcomers to the project.
- **Newsletter**: A **quarterly newsletter** will be distributed between the consortium and the public including achievements and innovations of the project that redirect to the website. Newsletter will be also uploaded to the website in a specific section just for them.
- **Linkbuilding**: It will be able to create synergies between the NAIMA website and the partners' websites, as well as with other relevant agents of the sector, Horizon 2020 projects in the same field encouraging the exchange of links. Instruction to the rest of the partners will be offered with this aim. **See this as an example:** [www.zabala.eu/en/projects/naima](http://www.zabala.eu/en/projects/naima)

This is the list of the partner's websites:



- <http://www.tiamat-energy.com/>
  - <https://accurec.de/>
  - <http://www.biokolsverige.se/>
  - <http://www.cnrs.fr/en>
  - <http://www.cea.fr/english>
  - <https://www.edf.fr/en/meta-home>
  - <https://www.gestamp.com/en/home>
  - <https://www.un-ihe.org/>
  - <https://www.ieit.eu/>
  - <https://www.ki.si/en/>
  - <https://www.solvay.es/es/index.html>
  - <https://www.umicore.com/>
  - <https://vito.be/en>
  - <http://www.zabala.eu>
- **Responsive Web Design** makes NAIMA page look good on all devices (desktops, tablets, and phones). The incorporation of the state-of-the-art techniques in design also create a quick and intuitive user experience browsing the web.

NAIMA website will be SEO friendly and responds to the following standards:

- **Keyword Optimization:** NAIMA website uses keywords in the content for maximum searchability.
  - Keywords Research.
  - Batteries
  - Sodium-ion (Na-ion).
  - Lithium
  - Li-based technologies
  - Na-ion cells
  - European Battery
  - Business Scenarios
- **Content Organization:** The content is organized in a logical way and considering the European guidelines of best practices. This is not only good for SEO; it also helps visitors to find other related content easily.
- **Content Promotion:** Increase visibility to new content by sharing it on social networks and building links to the content (both internally and from external sites).

**The website has a legal warning and a policy politic that promises the fulfilment of the GDPR. This is also a requirement that has been considered when sending the quarterly newsletters**



#### 4.1.2. Newsletter and Mailings

A quarterly newsletter will be shared with newcomers interested in being aware about the achievements/news of the NAIMA project. This data base will be nourished by a registration form included in the website, an existing contact list of the partners and thanks to the participation/involvement of the consortium with other EU initiatives, events, fairs, workshops, etc. The newsletter will be promoted by the partners to their whole target and database of contacts. News will be sourced from the project's website, so that in this way the visits will be increased.

In addition, it will be circulated via the European stakeholder's associations. Mailings with invitations to relevant workshops and webinars, consultations and other information which cannot wait for the newsletter publication or that cannot appear only in the newsletter will be sent out regularly to the same database used for the newsletter.

Newsletters will be uploaded in the website. Punctual mailings on the project will also be sent to inform about events and workshops organized by NAIMA.

#### 4.1.3. Social Media Channels

The creation of a "NAIMA community" will increase the visibility and impact of the results attained in the project. In fact, viral marketing strategies linked with the website and its new content periodically created will be implemented based on Twitter (@NaimaProjectEU), LinkedIn and Slideshare Social Media tools.

The Social Media accounts are already set and updated regularly. ZABALA leads this task with the support of all partners communication departments to facilitate the reach out to wide media and promote interaction and lines of conversation on the Social Media channels.

ZABALA will lead this task that will require inputs and support for dissemination by all partners. Recommendations and requirements of the [Social media guide for EU funded R&I projects of the H2020 Programme](#) will be followed.

##### 4.1.3.1. Twitter

People use Twitter to find out what is going on in the world right now, instantly sharing information and connecting with people and businesses across the globe. It offers a great opportunity for NAIMA to reach an international audience of current and potential stakeholders.

NAIMA is using Twitter to establish meaningful connections with an active and relevant audience (EC, policy makers, stakeholders of the industry, local authorities and general public). These connections can produce beneficial opportunities for the project across the network of stakeholders. It will serve as well to tell everybody in real time what is happening in the co-creation workshops and other activities of the project.

The credentials for Twitter are the following:

@NaimaProjectEU – twitter handler

#NAIMA – hashtag

To maximize the impact of the project on Social Media Channels, images and gifs will be crated and shared with all the partners.

Tweets can be directed to specific accounts using @TWITTER-HANDLE in tweets.

This is the list of the project partners' Twitter handles or hashtags (in case they have not Twitter account)-They will be mentioned in the NAIMA Twitter account to generate conversations and interactions always is possible:

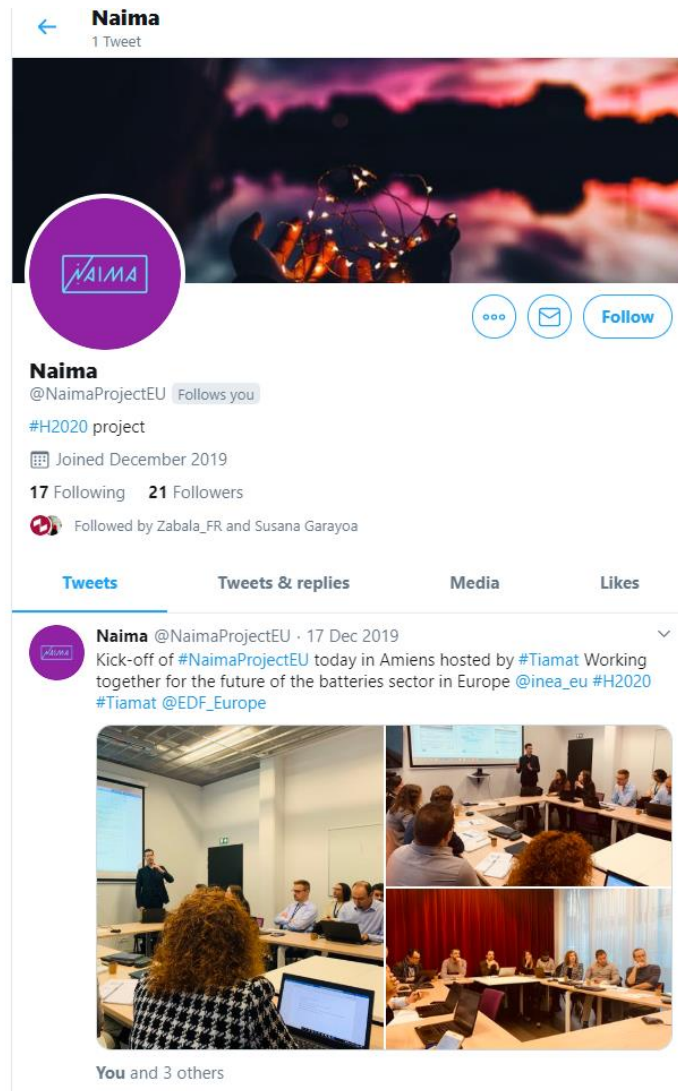


Figure 6 Screenshot of Twitter account

#### 4.1.3.2. LinkedIn

LinkedIn is currently the main business network in the world. Stakeholders, which NAIMA needs to connect with, are in LinkedIn, so it is appropriate to implement some actions.

A LinkedIn company page will establish NAIMA public image on a global scale as a reputable and trustworthy project. Although many people view the Social Media site LinkedIn only as a site for job hunters and for growing professional network, LinkedIn is an equally effective tool for nurturing referral relationships.

By producing content that our viewers want to see about the project and share with others, our viewers become engaged advocates of NAIMA and can expand our global influence. The content generated by NAIMA project will be available in different formats such as SlideShare project presentations, website blog posts, infographics and videos to suit the viewing preferences of our target audience.

NAIMA should post as many status updates as our content supports. We will reach more of our audience and extend our reach as we post more often. The NAIMA LinkedIn profile is a supplement to the website, helps driving traffic to the site and offers a way out to promote the project.

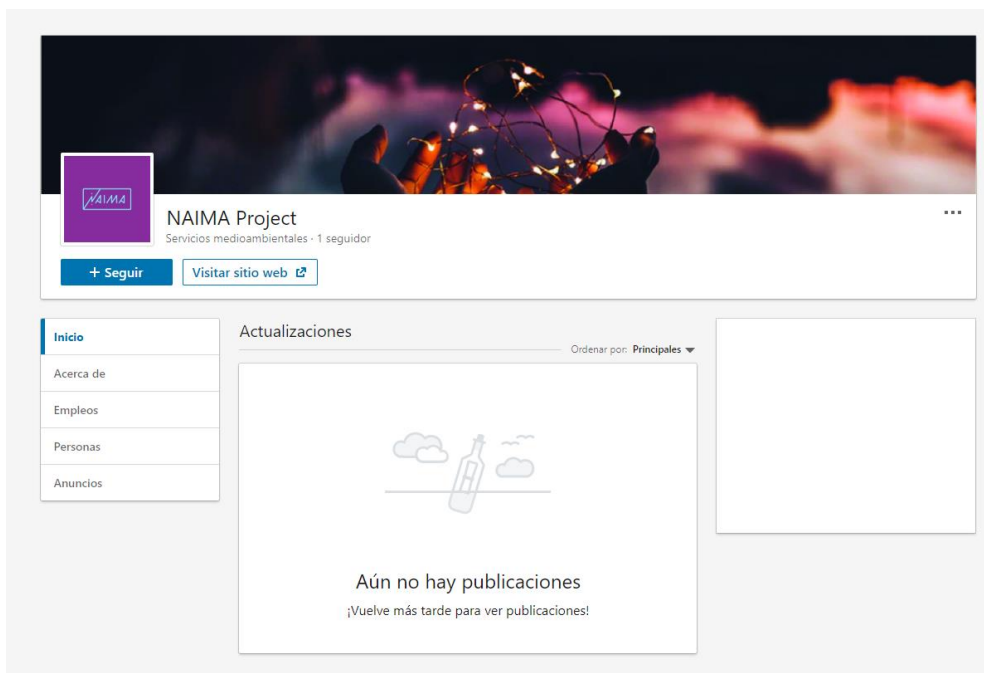


Figure 7 Naima's LinkedIn

#### 4.1.3.3. Slideshare

The project will use Slideshare to share the main documents, presentations in events, etc. with the public, this way will be published in a public platform an accessible to any person.

## 4.2. Communication Materials

In order to effectively broadcast the messages of the project in events and promote the project on the Social Media channels, different communication materials have been foreseen, following the visual guidelines applied for the logo and the website.

### 4.2.1. General Presentations of NAIMA

A general Power Point presentation in English is already been created to showcase the project at events. The PPT presentation should be translated, used and completed by the partners of the consortium. The content will include the project's main mission, objectives and expected results.



#### 4.2.2. Digital and Print Brochure

A brochure explaining the project is already been done. This kind of communication material is an excellent practice of showcasing the main objectives and information about NAIMA. It's been done print and digital in a way to spread the word of the project and reach more people in the process.

#### 4.2.3. Roll-Up

For the participation in events will be developed for the whole project to avoid one-shot production and waste.

### 4.3. Media Relations

The Media and journalists are key agents to transmit information about the project to other stakeholders and the general public. They have a lot of influence and may have a positive impact to increase results, raise awareness and offer information to the rest of the society about the NAIMA project. Relationships with Media will be established through the Press Office of NAIMA, led by ZABALA and the collaboration of the rest of the partners.

This task will be accomplished at European, national and regional levels on the following way:

- ZABALA will prepare the press releases regarding the NAIMA milestones and other detected opportunities to communicate in English and Spanish.
- Once the press release is approved by the Communication Team, every partner will translate the press release into the local language and will send it to their contacts through its Communication Department.
- The press release will be included on their own websites and shared in their Social Media channels.
- Impacts will be monitored and included in the press-clipping (visible in the NAIMA website) and in the Report on Dissemination and Communication Activities

To make the most of our content, we will need to make sure we are distributing it correctly. Content promotion through some distribution platforms will allow us to win audiences and optimize our news and information.

The **European platform of news CORDIS WIRE** will be used as well to distribute news releases and posts generated for the website.

### 4.4. Events

The events are one of the most important parts of the dissemination and communication strategy because they allow to connect with stakeholders and the general public, encourage networking and show advances and results of the project. Events also feed of content the communication channels and tools (website, Social Media, press releases) generating great impacts on different audiences.

The strategy of participation of events will be set up at three different levels:

- By the side of each partner participating in the usual events of the sector.
- Joining presentations of the project in previously selected events organized by the EC and other key institutions/organizations.
- Events organized and promoted by NAIMA collaborating with other initiatives and organizations to generate synergies.



NAIMA will also organize **Open day events** at different institutions involved in the project. During these events, the general public will have the opportunity to visit the research facilities, and to attend presentations prepared by researchers involved in the project. Local schools will also be contacted to promote participation of students in the Open Days.

#### 4.4.1. Presence at Key Events

International conferences, congresses, workshops, exhibitions and fairs are one of the most effective dissemination and communication actions to reach the different stakeholders. The partners' participation to events will generate more visibility for NAIMA project and will boost the contact with stakeholders and other European projects.

The project's results will be communicated and disseminated at the relevant European events/trade fairs to present their main added value to a potential client/end-user portfolio. This participation could include the development of pilot demonstrations, show cases and presentations. Moreover, **the project's partners will take part of strategic workshops involving an International Advisory Board (IAB)**, to discuss about the best way to introduce the results in different countries with key stakeholders. Synergies with other H2020 battery projects will be explored in order to establish collaboration areas and foster the organization of joint initiatives. Also with associations like the following ones:

Positioning of the Consortium in European batteries, energy and industry initiative
<b>TIAMAT:</b> RS2E (member); Battery Pack & Energeia cluster (member).
<b>SOLVAY:</b> RS2E, ALISTORE-ERI, EMIRI, TWG for Batteries at EU level.
<b>ACC:</b> RECHARGE (member).
<b>CNRS:</b> French Public and Private initiative - RS2E (coordinator), European Public and Private initiative –ALISTORE-ERI (coordinator).
<b>EDF:</b> EASE (member); The ETIP Smart Networks for Energy Transition (chairman of the Working Group Storage technologies and sector interfaces); Future ETIP Battery (member).
<b>NIC:</b> ALISTORE –ERI, BATTERY 2030+, EMIRI, HELIS (coordinating), OBELICS (partner) LiRichFCC (partner).
<b>VITO:</b> EVERLASTING (coordinator); Zero emission Bus Platform (member); EMIRI (member); EERA JP on Energy Storage SP1 Electrochemical Storage (member); S3 Platform Partnership on advanced materials for batteries AMBP (member); Vlaams Kennisplatform Slim Laden (member), IEA TCP HEV (Hybrid & EV (member)
<b>UMICORE</b> (EMIRI, ALISTORE, RS2E).
<b>GESTAMP</b> (CLEPA, EuMaT, SERTEC, SERNAUTO, ACAN).
<b>ZABALA:</b> ETIP NET (Secretariat); BATTERIES Europe CSA (partner); Hydropower Europe (partner); SMARTSPEND (Expert); LT-Observatory (Coordinator of Roadmap 2050); INTENSYS4EU-CSA Smart Grids & Storage (Coordinator).

Table 4 Associations

The following list is an example list of the kind of events that will be in the radar of NAIMA for communication and dissemination activities:

Name of the event	Partner attending	Target Group	Estimated date
International congress for battery recycling ICBR	ACCUREC	Industry stakeholders and academics	15-18/09/2020
AABC	SOLVAY and ACCUREC	Industry stakeholders and academics	12-16/06/2020
IBA meetings, E-MRS, LiBD	NIC	Industry stakeholders and academics	25-29/05/ 2020
International Conference on Na-ion batteries	CNRS, BOKOL and SOLVAY	Industry stakeholders and academics	23-25/03/2020
World International Conference on Carbon	CNRS, BOKOL and SOLVAY	Industry stakeholders and academics	16-17/03/ 2020
Carbon for Energy Storage and Environmental Protection	CNRS, BOKOL and SOLVAY	Industry stakeholders and academics	20-24/10/2020
Sustainable Built Environment (SBE)	VITO	Industry stakeholders and academics	9-11/06/2020

Life Cycle Management Conference	VITO	Industry stakeholders and academics	06-08/07/2020
SETAC life cycle case study symposium	VITO	Industry stakeholders and academics	
IRES International Renewable Energy Storage Conference	EDF and VITO	Policy makers, industry stakeholders and academics	10-12/03/2020
Battery Show	VITO	Policy makers, industry stakeholders and academics	15-17/09/2020
Battery experts forum	ACC	Policy makers, industry stakeholders and academics	29/09/2020 – 01/10/2020
European Utility Week	EDF	Policy makers, industry stakeholders and academics	27-29/10/2020
Europe Solar + Energy Storage Congress	EDF	Industry stakeholders and academics	23-24/06/2020
European EV charging Summit	EDF	Industry stakeholders and academics	27-28/05/2020
European Electric Vehicle Batteries Summit	EDF	Industry stakeholders and academics	03/06/2020
Annual Grid Scale Energy Storage Conference	EDF	Industry stakeholders and academics	20-21/11/2020
EU Sustainable Energy Week	ZABALA	Policy makers, companies and academics	20-26/06/2020
Smart City Expo World Congress	ZABALA	Public administrations: public servants interest group at European level.	17-19/11/2020
World Sustainable Energy Days	ZABALA	Policy makers, companies and academics	04-06/03/2020
Energy Cities Annual Conference	ZABALA	Industry, Mid-Caps and SMEs operating in ESS domain (battery manufacturers, Industry, DSOs, component suppliers)	22-24/04/2020

Table 5 Key Events

The participation of partners in events will be made visible through the NAIMA website and Social Media channels contributing to increase the community of stakeholders and public interested in the project. General and technical presentations of NAIMA will be showcased in a face-to-face interaction with the stakeholders.

This table will be periodically updated and inputs will be compiled.

#### 4.5. Scientific Publications

It is expected that NAIMA project develops a significant amount of research results which will be disseminated to different key scientific communities. Thus, RTD/Academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index.



Each paper must be submitted to **revision and validation of the publication 45 days in advance to the consortium members**. The publications will be made freely and openly available via online repository like [ZENODO](#), one of the repository approved by the EC.

NAIMA project partners will have to **provide Open Access** to all peer-reviewed scientific publications relating to its results according to **Article 29.2. of the Grant Agreement and H2020 Guidelines on Open Access to Scientific Publications** (European Commission, 2017).

Each NAIMA project partner will ensure **Open Access** (via the repository) to the bibliographic metadata that identify the deposited publication. The bibliographic metadata will be in a standard format and will include all items as it is indicated in the Article 29.2. of the Grant Agreement.

The NAIMA website [www.naimaproject.eu](http://www.naimaproject.eu) will include articles summarizing the scientific publications in a divulgative way and will be submitted to CORDIS Wire.

## 5. Specific Campaigns

### 5.1. Digitize Educational Materials on the Website

All educational materials developed in the project will be digitized with the aim of sharing it on our website and social media channels. This material will be uploaded in SlideShare, in order to be available for any education entity.

### 5.2. Training and Education Programme

There must be an interrelation between the communication members of the consortium to aim at the creation of a specific campaign that allows to create synergies between the members. For that reason it has been planned to give to all partners three trainings:

1. The methodology to map stakeholders.
2. Communication and Dissemination of European project (to the communication teams).
3. How to communicate on Social Media in EU project.

### 5.3. Social Assessment

NAIMA project includes a specific training and education programme focused on the acquisition of skills by training and exchanges via staff and student travel amongst the consortium members. **This training plan is fully detailed in Deliverable 9.1 Project Management Handbook.**

## 6. KPI's and Monitoring

ZABALA will coordinate the Dissemination, Communication and Exploitation Plan of NAIMA and its activities with the involvement of all the member of the consortium. Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reach the stakeholders of the project and build the NAIMA community. The partners must provide all the relevant information and feedback as well in order to complete the Communication Reports on a regular basis since the start of the project.



ZABALA will compile all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on Media for the press-clipping and the distribution of the communication materials through a form sent by e-mail. If necessary, partners could receive calls by phone or requested emails.

These will be some of the main indicators we are going to monitor in order to measure the Return of the Investment (ROI) in communications. Monitoring and analytics will be incorporated on the web and Social Media in NAIMA's digital marketing and communication processes, as a source of essential information for monitoring key indicators.

All the impacts will be compiled in the **deliverable 8.5 Report on Dissemination and Communication Activities**.

ACTIONS	KPI's
Project Website & Positioning	40,000 visits during the whole project
Videos & Multimedia	1 video presenting overall project, 3 information pills in Youtube/Vimeo
Social Media Channels	Twitter: 5 tweets/week & 500 followers LinkedIn: 1 LinkedIn Community of 200 members SlideShare account all presentations uploaded
Press releases & conferences. Articles and interviews.	3 press campaigns made through local, regional and national media in coordination with communication actions in social media
NAIMA Open Day	2 Open days organised at the intermediate (month 18) and final (month 36) stages of the project in at least 4 project partners
Joint events, workshops, round tables & networking with other projects	Average of attendees: 100 participants
Student Internships	Final year/Master thesis developed in NAIMA

Table 6 KPI's Table

## 7. Horizon2020 Request and Coordination with the EC

According to the EC Grant Agreement participants agree to:

- Promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way Exchange (**Article 38 of the Model Grant Agreement**).
- Disseminate results — as soon as possible — through appropriate means, including in scientific publications (**Article 29 of the Model Grant Agreement**).
- **Ensure Open Access** (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results. (Article 29 of the Model Grant Agreement)
- Take measures aiming to ensure 'exploitation' of the results — up to four years after the end of the project — by using them in further Research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities (Article 28 of the Model Grant Agreement)
- Acknowledge EU funding in all communication, dissemination and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (**Articles 27, 28, 29, 38**).
- Additionally, NAIMA project will establish **close links to the communication team of the European Commission** in order to make the results of the project visible in the EC Media Outlet, and interaction on the Social Media channels.

## 8. Exploitation Strategy

The Exploitation strategy of the NAIMA project will pave the way towards a future exploitation of the results generated considering a sustainable industrial upscaling strategy aligned with a solid business plan. The consortium established four key exploitation objectives to reach during the project: 1) To lay the foundations of a future business ecosystem of SIB led by industry partners; 2) To create an attractive book of knowledge to continue enhancing and optimising the innovations produced; 3) To consolidate a robust European SIB industry through cooperation agreements among the partners and 4) To define a new value chain to guarantee the sustainability of the technology in the future.

### 8.1. The Exploitation Methodology

ZABALA, as Exploitation Manager, has designed a exploitation methodology customized to the nature and size of the NAIMA consortium and considering its fast-track implementation phase (36 months). This methodology will guarantee the creation of robust joint and individual exploitation plans at end of the project. The methodology is based on a step by step approach, acting the activities under the task T8.3 as enablers to define a clear exploitation roadmap. This methodology was presented by ZABALA and validated by all partners during the KoM of the project. A solid commitment from the consortium was agreed in terms of active participation and involvement. The following figures illustrates the methodology expected to apply:

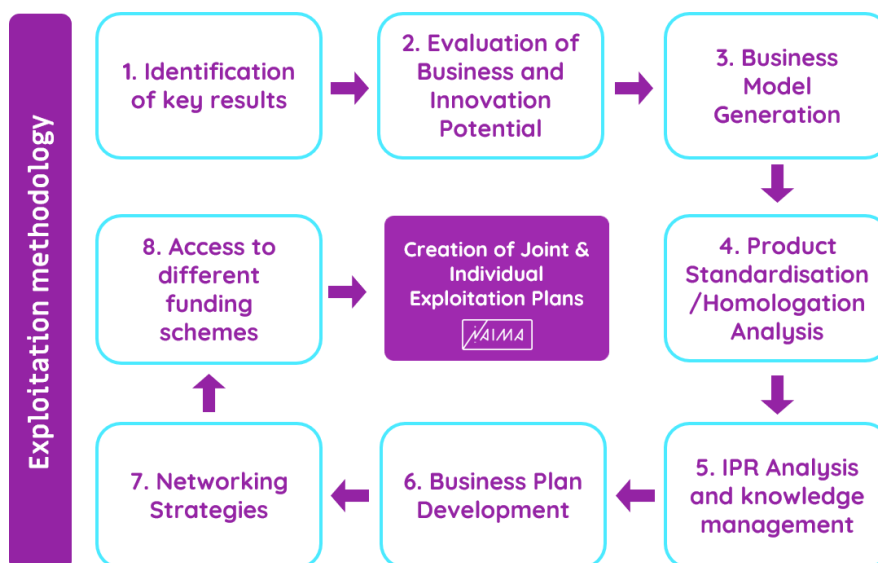


Figure 8. Step-by-step exploitation methodology customised to the NAIMA project

The **first step** consists of a **preliminary identification** of the pool of **key exploitable results** generated in the development of the technical WPs of NAIMA (WP2-WP7). This exercise requires the involvement of academic and industry partners of the consortium. The **second step** will **assess the innovation and business potential** of the exploitable results in order to identify those results with a high potential to become future products and services. The **third step** will allow creating **tailor-made business models** built according to the nature of the exploitable result and the profile of the owner. The **fourth step** will **identify and prioritise** the main **applicable standards and certifications** in the battery sector. The **fifth step** will implement the **IPR (Intellectual Property Rights) management strategy** defined at the beginning of the project in order to identify tentative IP mechanisms to protect the knowledge created by the partners. The **step six** will generate **the business plan of NAIMA** based on the creation of joint and individual exploitation plans and taking as a starting point the preliminary business plan defined in the DoA. The **step seven** will **orchestrate** a set of **networking activities** in consonance with the dissemination activities and oriented to reinforce the business focus

of the business plan. Finally, the **step eight** will **identify private and public funding schemes** as essential pillars of a fundraising strategy that guarantee the future market deployment of the innovations produced in the NAIMA project. It is needed to highlight that ZABALA will take into account the positioning of each within the SIB value chain, as well as the interest of each partner (academic or companies) in making business in the future.

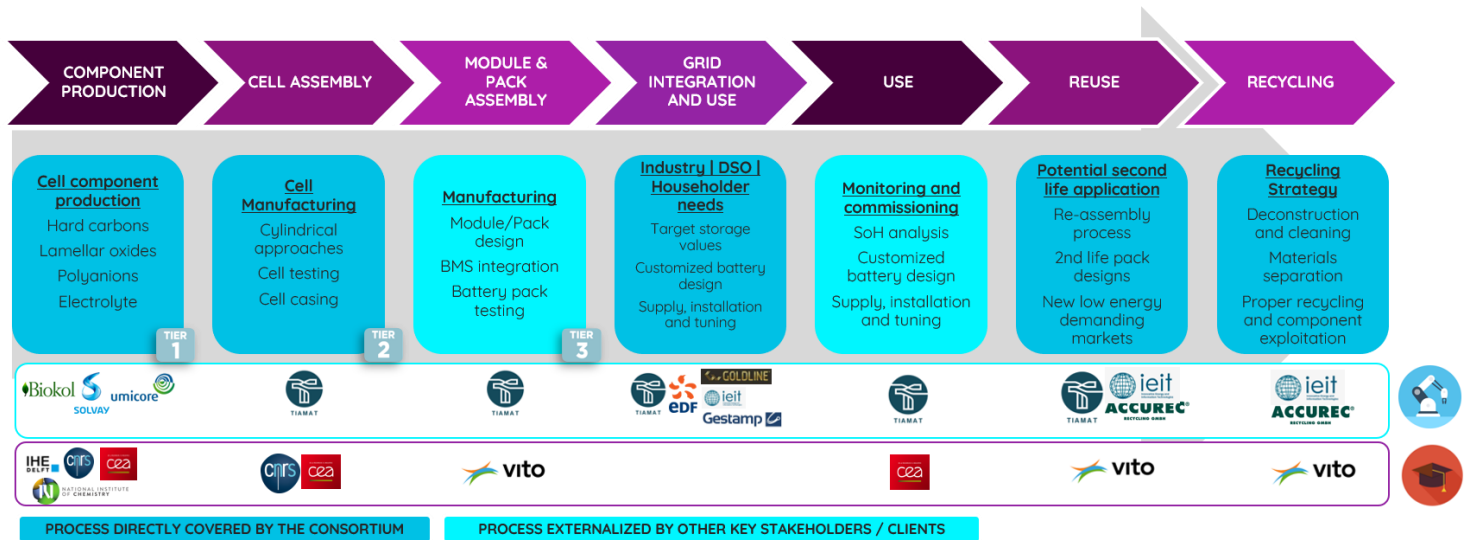


Figure 9. CONSORTIUM POSITIONING IN SIB VALUE CHAIN

## 8.2. The Exploitation Timeline

The exploitation methodology will be implemented during the 3 years of the NAIMA project, intensifying the efforts dedicated as soon as the results will be more consistent and technological mature. This scenario is expected to occur in the last year of the project. The following Gantt chart merges the exploitation methodology with the activities included under the task T8.3 Exploitation Plan. As a result, the involvement of the International Advisory Board (IAB) in key exploitation activities and the permanent presence of an IP and knowledge management strategy have been considered in the implementation of the exploitation methodology.

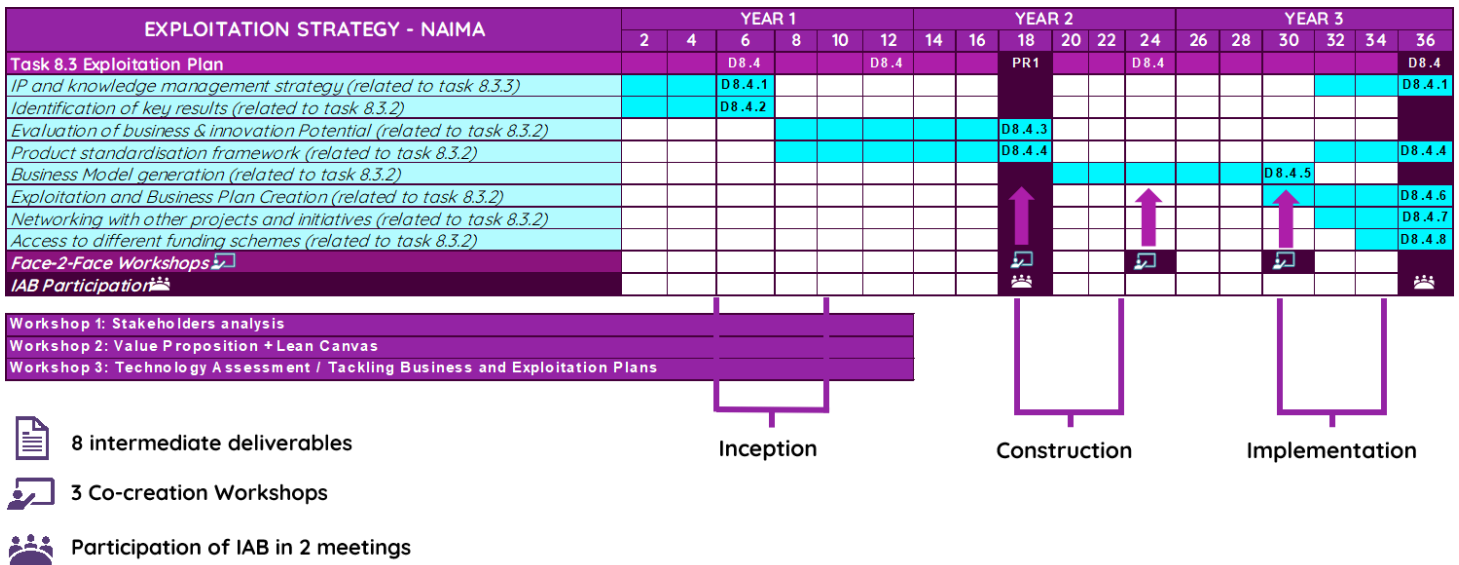


Figure 10. The NAIMA exploitation strategy over time

The exploitation strategy will evolve from a “inception phase” during the first year to a “implementation phase”. In the second year, the consortium will focus its efforts in the construction phase to get a substantial progress expected to be refined in the last year. A set of eight intermediate deliverables will be created to gather all progress done. Three co-creation workshops will be organised by Zabala and two of them will count with the participation of the IAB. The following eighth activities will be implemented and are briefly explained:

### 8.2.1. IP and Knowledge Management Strategy



The IP and knowledge management strategy will be based on the procedures and agreements included in the Consortium agreement (CA) and Grant Agreement (GA) of the NAIMA project and also will consider methodologies elaborated by the European IP helpdesk<sup>1</sup> (e.g. Your guide to IP and contracts or Your guide to IP in Europe reports). The starting point will be the background and foreground identified in the CA and in the DoA, as well as the existing patents identified. The strategy will assess the knowledge generated and identify tentative IP mechanisms to preserve the ownership of the results (joint or individual). A patent observatory will be developed in the project to preserve the Freedom-To-Operate (FTO). A detailed explanation about this strategy will be included in the first version of the deliverable D8.4 Exploitation Plan by month M6. The progress related to its implementation will be reported in further updated versions of the deliverable by months M12, M24 and M36.

### 8.2.2. Identification of Results



The batch of exploitable results already identified in the DoA and in the CA will be updated and increased after finishing a screen and detection activity coordinated by Zabala and with the involvement of the partners of the consortium. A new list will be created and a proper monitoring activity will be carried out in parallel to the development of the project. The approach will ensure “keep alive” the identification throughout the lifetime of the NAIMA project.

<sup>1</sup> <http://www.iprhelpdesk.eu/>

### 8.2.3. Evaluation of Business and Innovation Potential



The enhanced pool of exploitable results identified in the previous step will be analysed by Zabala from a double business and innovation perspective. Each result will be assessed bearing in mind the following pillars: Strength of business idea, target sector and competition issues, target market and customers, stakeholders analysis and financial issues. As a result, those results with a real potential to become products and services will continue with the methodology.

### 8.2.4. Product Standardization Framework



A proper market uptake requires the fulfillment of key regulation, standards and certifications to ensure a smooth commercialization. In the battery sector, these standards are defined by European or International battery standardization bodies and can come from the potential buyers (e.g. utilities, manufacturing companies, renewable energy installers, etc.). This activity will be in charge of identifying and informing about applicable standards from a perspective of components, cells, modules and packs. Moreover, the possibility to create new standards demanded by the market will be assessed.

### 8.2.5. Business Model Generation



This activity will create tailor-made business models for those results with a high exploitation potential selected in previous activities. Such business models will be able to help to define the exploitation plans for the future and will be aligned with the main overall exploitation strategies of each partner within their organizations. In this activity, a business model generation strategy based on Lean Canvas and complemented with focus tools and workshops will be implemented.

### 8.2.6. Exploitation and Business Plan Creation



Individual exploitation plans and a joint business plan will be built, establishing connections among them and considering the synergies and relationships already identified in the preliminary business plan included in the DoA. As a post-project activity, it will be analysed the possible “embedment” of such plans within the business/exploitation plans of each of the organizations. Due to the NAIMA project is a Research and Innovation Action (RIA), the exploitation plans will identify a proper technology assessment and upscaling roadmap to identify key development activities will need to implement until reaching TRL-9.

### 8.2.7. Networking with Other Projects and Initiatives



The objective of this activity is to establish solid synergies with other projects & initiatives of the battery sector. To achieve this, an observatory of H2020 projects and initiatives promoted by European Battery Alliance, the BATTERY 2030+ or EIT InnoEnergy will be carried out. Then, the participation in joint events and workshops will be promoted.

### 8.2.8. Access to Different Funding Schemes



According to the growth strategy defined by each partner, a portfolio of private and public funding sources will be identified. In the case of academia partners, the need to create spin-offs or start-ups will be analysed. Regarding the companies, specific funding schemes will be suggested taking into account the size of the company (large industry, mid-cap or SME) and their finance and investment needs. Each partner will count on a “fundraising strategy” to satisfy the activities required to be funded in the future.



## 9. Annex

### 9.1. Visual Guidelines



Figure 11 Front Page

## CONTEXT

The growing penetration of renewable energy sources in the EU energy market, go hand in hand with a high competitiveness of the most consolidated technologies: Wind Energy and Solar Photovoltaics.

The NAIMA project will demonstrate that the new generation of high-competitive and safety Na-ion cells developed and tested during the project, is one of the most robust and cost-effective alternatives to unseat the current and future Li-based technologies, nowadays controlled by Asian industry.



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Figure 12 Context of NAIMA



## BRAND

The main idea for the logo is energy and therefore the strokes are expressed in diagonal and vertical lines. The joints are rounded in order to create harmony between the letters and show absence of aggressiveness, since NAIMA is a R&D project that searches welfare and progress for Europe.

The battery is represented by the "+" and "-" symbols, this graphic resource will be displayed throughout the comprehensive visual universe of the brand.

The logo is bounded by a rectangular frame that symbolizes indoor spaces. The technology developed in this project is not only aimed to renewable energy industry, it is also intended for use in homes, so we want to express closeness, proximity and comfort.

To sum up briefly, NAIMA logo searches to be a modern, positive and versatile image that embodies the brand's attributes.

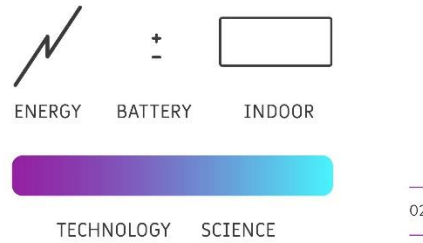


Figure 13 NAIMA Brand

## RETICLE

The base grid indicates the proportions in which the logo should be placed. These proportions must be respected regardless size or support.



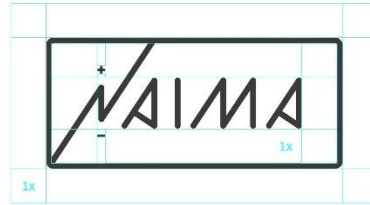
Figure 14 Reticle of the Logo



## RETICLE

The value "x" is the safety distance and it must be respected in order to keep the logo unaffected and without any distortion.

This value is used proportionally to the rest of the elements of the set and must be respected in any support for its good visibility.



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04  
—

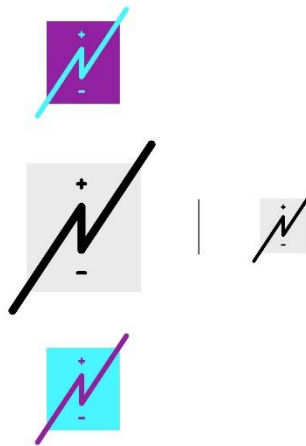


Figure 15 Reticle of the logo

## REDUCTION

For the situations in which a reduction of the logo must be executed for its application in small spaces, for example, the application of the flatiron, we have made a reduced version.

This version keeps the main logo attributes.



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Figure 16 Reduced version of the logo



## FONT

The typography for headlines is the Miriam Libre. It is a typography that maintains the logo strokes and therefore a typographic harmony is created.

The typography for texts is the Quicksand. This typeface has a rounded and slim appearance, perfect to be used in long paragraphs without damaging legibility.



Miriam Libre



Quicksand

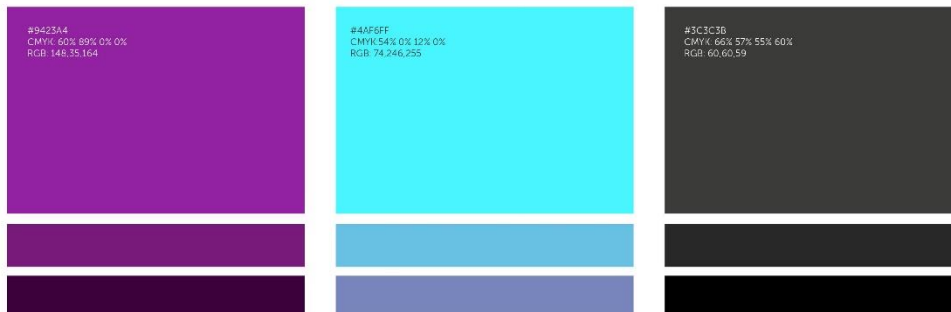
06



Figure 17 Font of the project

## COLOUR

Colour is a crucial element for NAIMA visual image, technology is shown in purple and blue tones, while science is the fusion of them and is represented by the colour gradient.



07



Figure 18 NAIMA colour



## CORRECT USES

Below are different options for permitted uses, grayscale and negative.



08



Figure 19 Correct uses of the logo

## INCORRECT USES

On the right side, a few examples of inappropriate uses on the brand are being displayed. These types of uses impair legibility, distort the brand's graphic identity or eliminate the association with the project. We list them below:

- Logo manipulation
- Typographic changes
- Shaded
- Corporate colour change
- Deformation of the logo
- Use of funds that damage legibility



09



Figure 20 Incorrect uses of the logo



## APPLICATION



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10  
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Figure 21 Application of the logo

## APPLICATION



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11  
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Figure 22 Application of the logo



## SLOGAN



Figure 23 NAIMA slogan

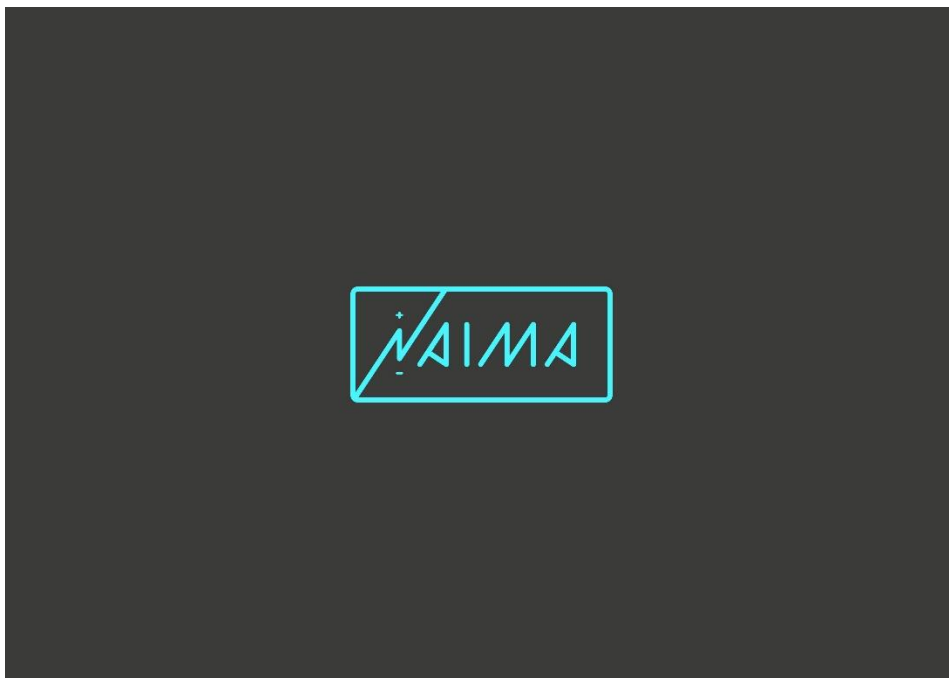


Figure 24 Visual guidelines end