

D8.5

# Report on Communication and Dissemination activities

875629



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## Table of contents

<b>Document Contributors</b>	<b>2</b>
<b>Document History</b>	<b>2</b>
<b>Table of contents</b>	<b>3</b>
<b>List of figures</b>	<b>4</b>
<b>List of tables</b>	<b>5</b>
<b>1. Executive Summary</b>	<b>6</b>
<b>2. Approach of the Dissemination and Communication Strategy</b>	<b>6</b>
2.1.1. Deliverables	9
<b>2.2. Task 8.1 Implementation of the Dissemination Strategy</b>	<b>9</b>
2.2.1. Subtask 8.1.1 Scientific conferences and journals	9
2.2.2. Subtask 8.1.2 Interaction with key policy stakeholders and initiatives	10
2.2.3. Subtask 8.1.3 Participation in the European events, trade fairs, workshops	11
2.2.4. Subtask 8.1.3 Cooperation with other H2020	15
<b>2.3. Implementation of the Communication Strategy</b>	<b>16</b>
2.3.1. Subtask 8.2.1 Development of the project website	16
2.3.2. Subtask 8.2.2 Irruption in Social Media channels	22
2.3.3. Naima Brand	27
2.3.4. Subtask 8.2.3 Development of supporting communication means	28
2.3.5. Subtask 8.2.4 Maximising the impact by the communication channels of the partners	31
<b>3. KPI's and Monitoring</b>	<b>31</b>
<b>3.1. Online Presence</b>	<b>32</b>
<b>4. HORIZON2020 request and coordination with the EC</b>	<b>33</b>
<b>4.1. Support of the European Union</b>	<b>34</b>
<b>5. Timeline</b>	<b>35</b>
<b>6. Following Steps</b>	<b>36</b>
<b>7. ANNEX</b>	<b>37</b>
<b>7.1. Visual Guidelines</b>	<b>37</b>
<b>7.2. Press clipping</b>	<b>44</b>
7.2.1. ZABALA Innovation Consulting	46
7.2.2. ZABALA Innovation Consulting	48
7.2.3. IS2M	50
7.2.4. EnergyVille	51
7.2.5. Total Slovenia News	53
7.2.6. ZABALA Innovation Consulting	54
7.2.7. ZABALA Innovation Consulting	55
7.2.8. ACCUREC	56
7.2.9. RS2E	57
7.2.10. Gestamp	58

7.2.11. Total Slovenia News	59
7.2.12. ZABALA Innovation Consulting	60
7.2.13. Cordis Wire	61
7.2.14. Cordis Wire	62
7.2.15. Cordis Wire	64
<b>7.3. Press releases</b>	<b>65</b>
7.3.1. New Na-ion cells to accelerate the European Energy Transition	65
7.3.2. NAIMA Project's website has been nominated for Eurid Awards	66

## List of figures

Figure 1 NAIMA website.....	17
Figure 2 Ubication data.....	18
Figure 3 General Overview.....	19
Figure 4 Language data .....	20
Figure 5 Acquisition data.....	21
Figure 6 Audience Overview .....	22
Figure 7: Screenshot of the Twitter account.....	23
Figure 8 Impressions and engagement .....	24
Figure 9 Impressions .....	25
Figure 10 Work of our visitors.....	25
Figure 11 Visitors data .....	26
Figure 12 Followers characteristics.....	26
Figure 13 Followers Data.....	27
Figure 14 Reduced brand option.....	28
Figure 15 NAIMA Brochure / front page.....	29
Figure 16 NAIMA Brochure.....	29
Figure 17 NAIMA Brochure.....	29
Figure 18 NAIMA Brochure.....	30
Figure 19 NAIMA Brochure / last page.....	30
Figure 20 Roll-up.....	31
Figure 21 Visual Guidelines - front page.....	37
Figure 22 Visual Guidelines - Context.....	37
Figure 23 Visual Guidelines - Brand.....	38
Figure 24 Visual Guidelines - Logo.....	38
Figure 25 Visual Guidelines - Logo.....	39
Figure 26 Visual Guidelines - Logo reduction.....	39
Figure 27 Visual Guidelines - Font .....	40
Figure 28 Visual Guidelines - Colour.....	40
Figure 29 Visual Guidelines - Correct uses.....	41
Figure 30 Visual Guidelines - Incorrect uses.....	41
Figure 31 Visual Guidelines - Application.....	42
Figure 32 Visual Guidelines - Application .....	42
Figure 33 Visual Guidelines - Slogan .....	43



Figure 34 Visual Guidelines - back page.....	43
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## List of tables

Table 1 Partners participation .....	7
Table 2 Deliverables .....	9
Table 3 Papers .....	10
Table 4 Papers identified.....	10
Table 5 Identified stakeholders.....	11
Table 6 Presence at key events .....	12
Table 7 Future events to attend.....	13
Table 8 Other initiatives.....	15
Table 9 Dissemination KPIs .....	32
Table 10 Communication KPIs .....	32
Table 11 Press clipping.....	44

## 1. Executive Summary

The D8.5 Report on communication and dissemination activities establishes the impacts by the dissemination & exploitation actions of 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.

## 2. Approach of the Dissemination and Communication Strategy

The WP is led by ZABALA and needs the participation and collaboration of all the partners to succeed. To make it happen it requires a strategic Plan of Dissemination, Communication and Exploitation (deliverable D8.1) that compiles the dissemination and communications tools and actions in order to spread the research results generated during the project. This deliverable has the purpose of creating value within the target communities/initiatives in the EU and raising citizen awareness towards the biomolecular sector.

The **D8.1 Dissemination, Communication and Exploitation Plan** sets the strategic communication and dissemination needs to answer who will receive what key messages, how and when they are going to receive them. It was used to create a time planner to control how the project will develop in the incoming months. It also outlines the roles and responsibilities of partners and the conditions ensuring proper dissemination of the generated knowledge, related to confidentiality, publications and use of the knowledge.

The **D8.2 NAIMA website** report describes the website ([www.naimaproject.eu](http://www.naimaproject.eu)) and delineates the motivation behind its concepts and structure.

The **NAIMA Communication Team** also involves the Communication Departments of the partners. Some procedures as the External Communication procedure and other concerning the detailed tasks (Scientific publications and Open Access, Social Media Guidelines, Events) have been established with the aim of facilitating the roles and contributions to the project.

Within these months the project has launched the project website, the logo, and established the graphical identity, the social media channels, and the general communication materials of NAIMA.

The general results achieved during this first period are:

The **objectives achieved** during the first reporting period are:

- Establishment of the Dissemination and Communication procedures (internal and external ) and involve the partners in the Communication Team

- Development and consolidation of the NAIMA brand with all the Communication and Dissemination tools and channels (website, newsletter and Social Media channels). And the creation of all the communication materials necessary.
- Creation and realization of a communication webinar to explain the main procedures of the workpackage and tips on Social Media
- Production of the first scientific publication

The **main results achieved** are explained below for each task:

- The Website deliverable (deliverable D8.2)
- The Dissemination, Communication and Exploitation Plan (deliverable D8.1). Main tool to follow the dissemination and communication strategy, that has been successfully launched and implemented.
- The production of the first scientific publications has already begun, one of them has already been published in an Elsevier book.
- Through the implementation of the tasks established in the Dissemination and Communication plan, NAIMA has built a good community on-line and off-line that are making visible the project. The website is constantly attracting visitors, the number of followers is increasing and the level of visibility and interaction in Social Networks is high and qualified.

The challenges that we have encountered in this period covered by this report is the coronavirus pandemic. With the clousure of most facilites it has been difficult for communication to get main outcomes or important activities to communicate on the website and platform.

The following activities were carried out by the partners involved in this WP:

Table 1 Partners participation

Participant	Activities performed
Tiamat	Support of the coordination of the Dissemination and Communication Strategy. Launch of Press Releases with its Press Cabinet. Identification of key results with exploitation potential and participation in the evaluation of such potential. Interaction in the Social Media channels. Support of the Social Media Strategy.
Accurec- Recycling GMBH	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Biokol Sverige AB	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Centre National De La Recherche Scientifique - CNRS	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Commissariat A L Energie Atomique Et Aux Energies Alternatives	Identification of key results with exploitation potential and participation in the evaluation of such potential.

Dil Diel	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Electricite De France(EDF)	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Gestamp Navarra S.A.	References to the project in its website. Identification of key results with exploitation potential and participation in the evaluation of such potential.
Stichting Ihe Delft Institute For Water Education	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Innovative Energy And Information Technologies LTD	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Kemijski Institut	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Rhodia Operations	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Umicore	Identification of key results with exploitation potential and participation in the evaluation of such potential.
Vlaamse Instelling Voor Technologisch Onderzoek N.V.	Identification of key results with exploitation potential and participation in the evaluation of such potential.
ZABALA	Coordination of the Communication and Dissemination Strategy and the Exploitation Plan as leader of the WP8 Elaboration and submission of deliverables 8.1, 8.2, 8.3 Dedicated space about the project on its website Interaction in the social media channels Inclusion of the NAIMA newsletter in mailings Support of ZABALA's Communication Department Definition of a methodology for an appropriate Exploitation deliverable and submission of the deliverable Identification of the key results with exploitation potential Creation and coordination of the Social media channels and the creation of press releases, including the creation of the website and feeding it the content.



### 2.1.1. Deliverables

Table 2 Deliverables

Deliverables	Expected	Presented	Partner
D8.1. Dissemination, Communication and Exploitation Plan	M3	M3	ZABALA
D8.2 NAIMA website	M3	M3	ZABALA
D8.3 Data Management Plan	M6	M6	ZABALA
D8.4 Exploitation Plan	M6, M12	M6, M12	ZABALA
D8.5 Report on Communication and Dissemination activities (this deliverable)	M12	M12	ZABALA

## 2.2. Task 8.1 Implementation of the Dissemination Strategy

Task 8.1 is where the project's dissemination strategy will be defined and applied, taking into account the type of partner involved in this task and the target audience per each dissemination action.

### 2.2.1. Subtask 8.1.1 Scientific conferences and journals

Relevant research results will be disseminated in recognized Scientific Conferences and Peer-reviewed and International Journals/Magazines. NAIMA will participate in the Open Research Data Pilot, following the provisions of the detailed DMP.

The publications will be made freely and openly available via online repository with gold open access. Prior to publishing any scientific publication, the NAIMA partner involved will contact the whole consortium for **revision and validation of the publication 30 days in advance**. The publications funded by the project will be uploaded to specific bibliographic social networks such as ResearchGate or ZENODO no later than 6 months after its original date of publication

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 includes all the scientific publications in the [Documentation](#) section of the same webpage.

The project is in its first year and it is expected that the partners will make at least 5 publications during the whole project. This action will be intensified as the project progresses.

Table 3 Papers

Type of publication	Partner involved	Title or description	Submitted	Link
Article in a Journal	Ivana Hasa, Sathiya Mariyappan, Damien Saurel, Philipp Adelhelm, Alexey Y. Kuposov, Christian Masquelier, Laurence Croguennec, Montse Casas-Cabanas	Challenges of today for Na-based batteries of the future: From materials to cell metrics	30/08/2020	<a href="https://zenodo.org/record/4071508#.X7JEkWhKg2w">https://zenodo.org/record/4071508#.X7JEkWhKg2w</a>
Poster on event				<a href="https://www.iahr.org/index/detail/153">https://www.iahr.org/index/detail/153</a>

### 2.2.1.1. Identified Scientific Journals

Table 4 Papers identified

Partner	International Reference Journals Targeted
NIC	Advanced materials ChemSusChem J Power Sources Chemistry of Materials J. Electrochem. Soc
ACCUREC	Waste Management Sustainability
VITO	International Journal of LCA International Journal of Cleaner Production Journal of Power Sources

### 2.2.2. Subtask 8.1.2 Interaction with key policy stakeholders and initiatives

The impact of marketizing the disruptive battery and its associated products/services, will be analysed. The consortium will introduce the achieved results in initiatives and communities of the target sectors taking advantage of their strategic positioning.

ZABALA is partner of the Batteries Europe, the forum bringing together all relevant stakeholders in the European batteries research and innovation ecosystem in order to develop and support a competitive battery value chain in Europe.

The ETIP creates a bridge between the different actions related to the battery industry, especially in relation to research and innovation (R&I), and ensures that the relevant stakeholders have the possibility to discuss, and agree upon common R&I priorities.

The interaction with these associations and the partnership will be relevant to increment the impact of the results of the project and the interaction with the key policy stakeholder and initiatives of the sector.

**TIAMAT and Solvay exchanged back and forth visits regarding positive electrode information. And visits from Solvay, CDF, and other CNRS members have taken place too.**

Table 5 Identified stakeholders

Partner	Identified Stakeholders
TIAMAT	RS2E (member); Battery Pack & Energie cluster (member)
SOLVAY	RS2E, ALISTORE-ERI, EMIRI, TWG for Batteries at EU level.
ACC	RECHARGE (member)
CNRS	French Public and Private initiative - RS2E (coordinator), European Public and Private initiative - ALISTORE-ERI (coordinator)
EDF	EASE (member); The ETIP Smart Networks for Energy Transition (chairman of the Working Group Storage technologies and sector interfaces); Future ETIP Battery (member)
NIC	ALISTORE -ERI, BATTERY 2030+, EMIRI, HELIS (coordinating), OBELICS (partner) LiRichFCC (partner)
VITO	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); Task 24 - Economic Impact Assessment of Electric Mobility (Task leader). Task 23 - LightElectric-Vehicle Parking and Charging Infrastructure (Task leader); Task 28 - Home grids and V2X technologies (Task leader); Task 39 - Interoperability of e-mobility services (Task leader)
UMICORE	EMIRI, ALISTORE, RS2E
GESTAMP	CLEPA, EuMaT, SERTEC, SERNAUTO, ACAN
ZABALA	ETIP NET (Secretariat); BATTERIES Europe CSA (partner); Hydropower Europe (partner); SMARTSPEND (Expert); LT-Observatory (Coordinator of Roadmap 2050); INTENSYS4EU-CSA Smart Grids & Storage (Coordinator) and CIRCUSOL (partner)

### 2.2.3. Subtask 8.1.3 Participation in the European events, trade fairs, workshops

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.

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.

### 2.2.3.1. Reporting events

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved in 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 (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.

### 2.2.3.2. Presence at key events

Table 6 Presence at key events

Name of the event	Partner attending	Location	Date	Summary	Target Group	Type of event
EUSEW2020	ZABALA	ONLINE	22-26/06/2020	Is the biggest European conference dedicated to renewables and efficient energy use in Europe.	All	Participation to an Event
ICBR	ACC	Salzburg, Austria	16-18/09/2020	Biggest international congress for battery recycling	All	Participation to an Event
Smart City Expo 2020	ZABALA	ONLINE	17-18/11/2020	#SCLive2020 gets underway with live talks, interviews and debates on the challenges facing cities in the post-pandemic context.	All	Participation to an Event
YPN congress IAHR	IHE	ONLINE	17-18/11/2020	International conference in the hydroenvironment sector	Young professionals	Participation to an Event and poster presentation

### 2.2.3.3. Future events

Table 7 Future events to attend

Name of the event	Partner attending	Location	Date	Summary	Target Group
EUSEW2021	ZABALA	-	-	Is the biggest European conference dedicated to renewables and efficient energy use in Europe.	All
Battery Show 2021	TIAMAT, VITO	-	18-20/05/2021	The Battery Show conference tackles relevant issues like next-generation battery development that can reduce manufacturing costs and OEM technology strategies for battery design.	Scientific audience
Battery Experts Forum	ACC	-	-	The Battery Experts Forum is the biggest conference and exhibition for battery technology. The event takes place annually at Forum Messe Frankfurt.	Scientific audience
International Conference on Sodium Ion Batteries	EDF	-	-	This annual international conference is a scientific meeting on sodium batteries established as a technical and collaborative forum to bring together technical, engineering, and scientific experts in battery science and technology, as a next-generation energy storage technology for "Beyond Li-ion" battery chemistries.	Scientific audience
Energy Storage Europe	EDF, VITO	Düsseldorf	16-18/03/2021	ENERGY STORAGE EUROPE is the ideal place to find out everything about storage technology.	Scientific audience
European Utility Week	EDF	Milan	30 Nov – 2 Dec 2021	Enlit is the new unifying brand for Clarion Energy's worldwide series of Utility Week and POWERGEN events. A guiding light for the sector that brings clarity to the global energy transformation and defines the roles of all of those involved.	Scientific Audience
Europe Solar + Energy Storage Congress	EDF	-	-	Is a leading information exchange and deal-making platform that celebrates Europe's immense solar storage potential, as well as the continent's low-carbon energy system as a whole	Scientific Audience
European EV charging Summit	EDF	-	-	The conference will address the current challenges within the industry and how to overcome them. It aims to offer insight into	Scientific Audience

				the latest trends and developments in this growing market.	
European Electric Vehicle Batteries Summit	EDF	-	-	The two day event brings together key industry stakeholders from the battery manufacturers, car manufacturers, energy storage component material developers, technology providers, grid operators, policy makers, environmental bodies, consultants.	Scientific Audience
Annual Grid Scale Energy Storage Conference	EDF	-	-	There are many storage methods currently available, and still more being developed, choosing the best method and successfully implementing a project can be daunting without the right experience, this event provides professionals to address the challenges.	Scientific Audience
BIORECO2VER	VITO	-	-	BioRECO2VER aims to demonstrate the technical feasibility of more energy efficient and sustainable non-photosynthetic biotechnological processes for the capture and conversion of CO2 from industrial point sources like refineries and cement production plants into valuable platform chemicals, i.e. isobutene and lactate.	All
Blue Foot Membranes NV	VITO	-	-		
Smart City Expo World Congress	ZABALA	-	-	The Virtual Brokerage Event is organized by ACCIÓ, a department of the Catalan Government's Ministry of Enterprise and Labour, partnering with the Enterprise Europe Network, the largest business support network worldwide. Participants join pre-arranged, targeted virtual B2B meetings for discussing project set-ups and collaborations	All
World Sustainable Energy Days	ZABALA	Wels/ Austria	24- 26/02/2021	In 2021, the conference - which attracts over 600 participants from over 60 countries each year - shows how we can make a green recovery happen in practice and how the energy transition can	All

				contribute as an investment engine to this deep transformation.	
Energy Cities Annual Conference	ZABALA	-	-	The annual conference are 3 days of pleasant social gathering: the Forum drives debates and provide inspiration to the participants and the hosting city.	All

#### 2.2.4. Subtask 8.1.3 Cooperation with other H2020

Synergies with other H2020 battery projects will be explored in order to establish collaboration areas and foster the organization of joint initiatives.

Other projects from the same call are:

Table 8 Other initiatives

Name	Description	Lenght	Website
DEFACTO	(Battery DEsign and manuFACTuring Optimization through multiphysic modelling) : The DEFACTO project rationale is to develop a multiphysic and multiscale modelling integrated tool to better understand the material, cell and manufacturing process behaviour, therefore allowing to accelerate cell development and the R&I process.	3 years	<a href="https://defacto-project.eu/">https://defacto-project.eu/</a>
COBRA	(CObalt-free Batteries for FutuRe Automotive Applications): COBRA aims to develop a novel Co-free Li-ion battery technology that overcomes many of the current shortcomings faced by Electrical Vehicle (EV) batteries via the enhancement of each component in the battery system in a holistic manner	3 years	<a href="https://projectcobra.eu/">https://projectcobra.eu/</a>
BALIHT	BALIHT project is designing new redox organic flow batteries that can work at temperatures of up to 80 °C	3 years	<a href="https://baliht.eu/">https://baliht.eu/</a>
CompBat	(Computer aided desing for next generation flow batteries): CompBat aims to take flow batteries to the next level, identifying new prospective molecules for their chemical composition.	3 years	<a href="https://compbat.eu/">https://compbat.eu/</a>
Soflidify	(Liquid-Processed Solid-State Li-metal Battery: development of upscale materials, processes and architectures): The SOLIDIFY project proposes a unique manufacturing process and solid-electrolyte material to fabricate Lithium-metal solid-state batteries – known as Gen.	3 years	<a href="https://solidify-h2020.eu/">https://solidify-h2020.eu/</a>

Li-Ion Cell Pilot Lines Network	Develop a of cost-effective, reliable, and high-performance battery cells will be essential to strategic sectors in Europe such as the automotive industry (electro-mobility) and the electric power sector.	1 year	<a href="https://cordis.europa.eu/project/id/875479/es">https://cordis.europa.eu/project/id/875479/es</a>
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## 2.3. Implementation of the Communication Strategy

### 2.3.1. Subtask 8.2.1 Development of the project website

The project's website ([www.naimaproject.eu](http://www.naimaproject.eu)) is used as a meeting place for all stakeholders interested in the project. The website is developed with general information about the project, as well as the achieved results and project's news/events. Moreover, the project website also creates hyperlinks with NAIMA's social media channels, communication material and other interesting projects/initiatives.

In NAIMA's website we can find:

- General information about the project.
- Information about the demosites of the project.
- Description of all the organizations members of the consortium including the main researchers involved in NAIMA.
- Information, objectives and work packages.
- Information about public participation, and training programmes (workshops and webinars for academia, business and policy makers).
- Link to the available hiring positions.
- Description of events organized within the framework of the project.
- Press releases and other materials focused on the Media.
- Information about the results.
- Newsletters.
- Public deliverables.
- Latest news about the project
- Addressing and contact information.
- Appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Programme and disclaimer excluding European Commission responsibility.
- The social media channels,
- And as downloadable materials: **the logo and established the graphical identity, the general communication materials, public deliverables, 5 pieces of news published and 2 press releases. 1 video, 1 brochure, 1 presentation template, 1 promotional presentation, 1 Word template, and 1 roll-up.** The materials have been adapted to a digital format due to COVID, and that way share it in the organization of online events.



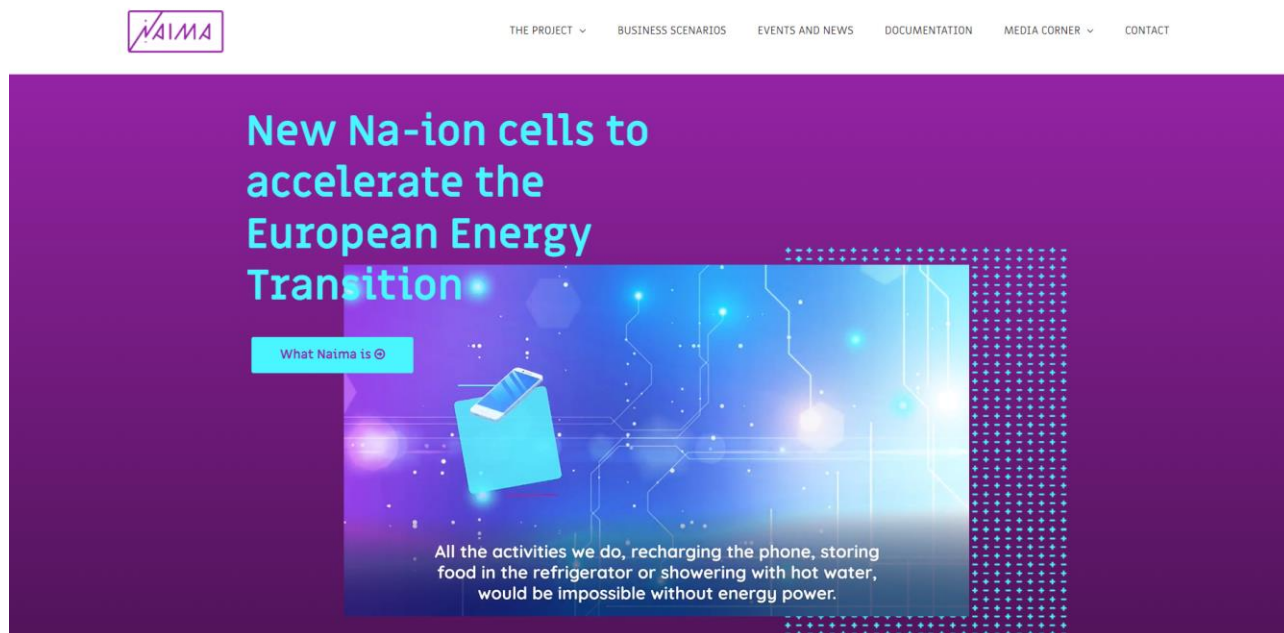


Figure 1 NAIMA website

### 2.3.1.1. Evolution

During this 12-month period we have reached a total of **3.477 page visits, and 1007 new users at the date of 4<sup>th</sup> of November 2020.**

As the Audience Overview (see Figure 6) shows, in five months NAIMA has had **1007 new users, 1438 sessions** and **3477-page visits**. Most of the people that visit our website are from France (see Figure 2) followed by Spain. One surprising thing is that even though most of the people that visit our website is from France the most spoken language that the analytics get is English (see Figure 4).

We can also see in the graphic a low percentage of rebound time, meaning that the people that visit our page, they stay for a long time.

The Acquisition Overview (see Figure 5) is a glimpse of how the **internet traffic searches for NAIMA** and visits the website. Most of the users are the Referral Users, which are the people who find NAIMA through a different origin or source which is not Google (as the graph shows, the referral users are the ones who stay less time on NAIMA, because they have a high percentage of rebound time). In second place is the Direct which is the result of a user entering a URL into their browser or using a bookmark to directly access the site. The third place goes to the Organic Searches, which is a method for entering one or several search terms as a single string of text into a search engine. Organic search results appear as paginated lists, are based on relevance to the search terms, and exclude advertisements; whereas non-organic search results do not filter out pay per click advertising. If the reader searches for NAIMA on their computer, it will see that the NAIMA page appears at the top of Google searches. That is a good thing. It means that our page complies with the SEO requirements established by Google and it is a secure page. And finally, less people find NAIMA or enters the page because of Social Media channels, but there are some who do. Since the last report the Organic Searches have increased and left the Referral Users on third place.

The Overview (see Figure 3) shows mostly the same as the General Audience Overview (Figure 6), but includes the most visited pages by the users. As the graph shows, people stay more time in our homepage which means that is interesting. The second most visited page is the What Naima Is section in which we explain the aim and objectives of the project (see <https://naimaproject.eu/what-naima-is/>). The third most visited place is the CONSORTIUM in where we can find the main information about the partners of the project (see <https://naimaproject.eu/consortium/>).

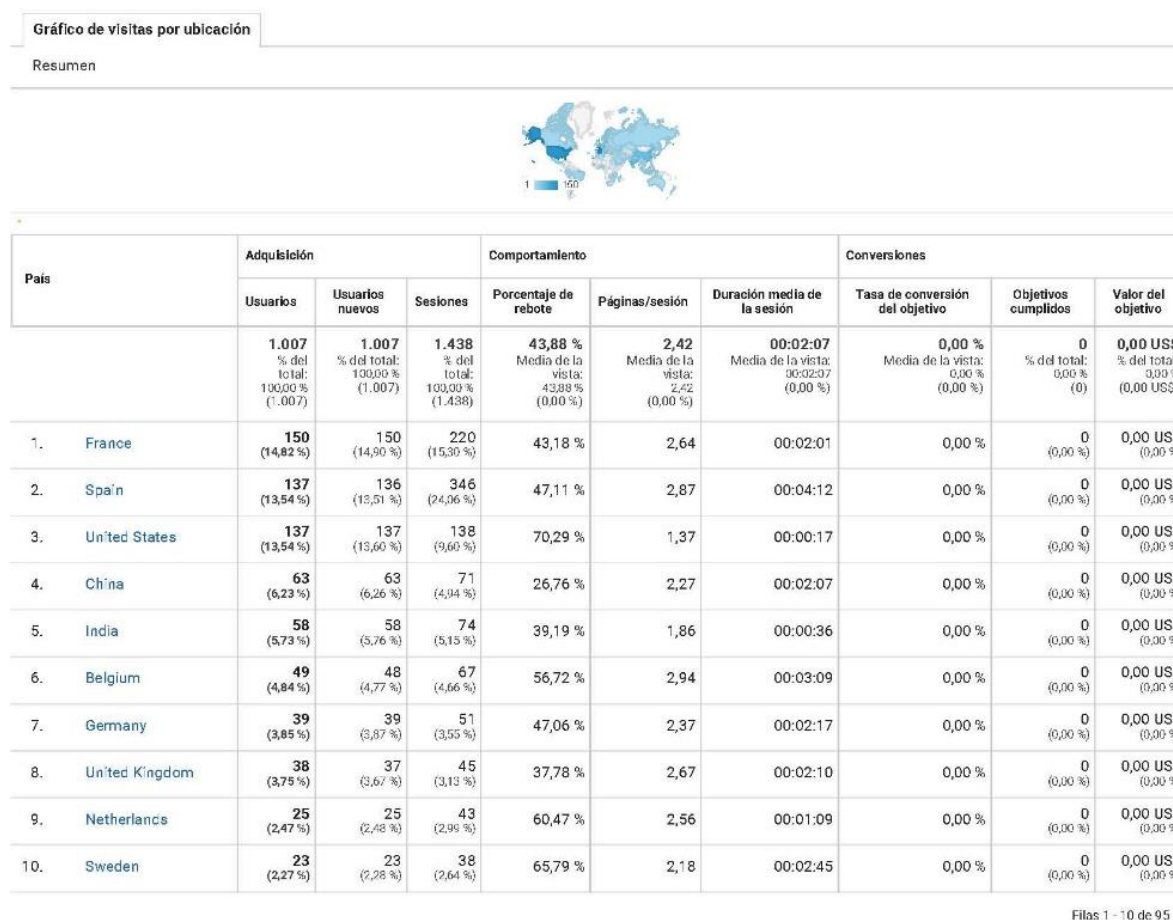


Figure 2 Ubication data

Visión general

● Número de visitas a páginas



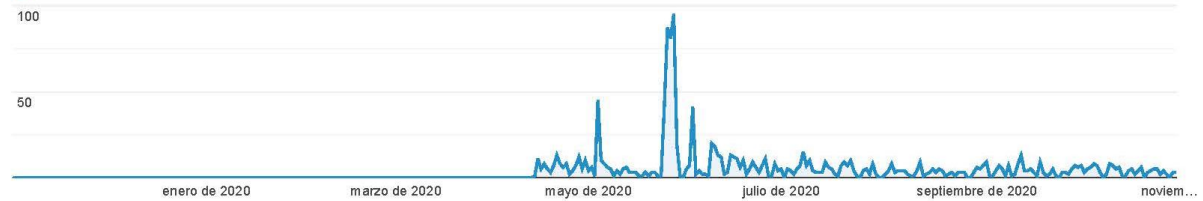
Página	Número de visitas a páginas	% Número de visitas a páginas
1. /	1.466	42,16 %
2. /what-naima-is/	299	8,60 %
3. /consortium/	243	6,99 %
4. /business-scenarios/	209	6,01 %
5. /events-and-news/	178	5,12 %
6. /the-na-ion-cell-concept/	173	4,98 %
7. /documentation/	155	4,46 %
8. /management-structure/	114	3,28 %
9. /press-release/	110	3,16 %
10. /resources/	94	2,70 %

Figure 3 General Overview

Explorador

Resumen

● Usuarios



Idioma	Adquisición			Comportamiento			Conversiones		
	Usuarios	Usuarios nuevos	Sesiones	Porcentaje de rebote	Páginas/sesión	Duración media de la sesión	Tasa de conversión del objetivo	Objetivos cumplidos	Valor del objetivo
	1.007 % del total: 100,00 % (1.007)	1.007 % del total: 100,00 % (1.007)	1.438 % del total: 100,00 % (1.438)	43,88 % Media de la vista: 43,88 % (0,00 %)	2,42 Media de la vista: 2,42 (0,00 %)	00:02:07 Media de la vista: 00:02:07 (0,00 %)	0,00 % Media de la vista: 0,00 % (0,00 %)	0 % del total: 0,00 % (0)	0,00 US\$ % del total: 0,00 % (0,00 US\$)
1. en-us	541 (53,56 %)	541 (53,72 %)	610 (42,42 %)	34,59 %	1,96	00:00:37	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
2. es-es	99 (9,80 %)	98 (9,73 %)	296 (20,58 %)	44,59 %	3,06	00:04:46	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
3. fr-fr	71 (7,03 %)	71 (7,05 %)	108 (7,51 %)	45,37 %	2,46	00:01:54	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
4. en-gb	63 (6,24 %)	63 (6,26 %)	77 (5,35 %)	57,14 %	2,36	00:01:25	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
5. fr	54 (5,35 %)	54 (5,36 %)	72 (5,01 %)	47,22 %	2,78	00:01:44	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
6. zh-cn	28 (2,77 %)	28 (2,78 %)	34 (2,36 %)	64,71 %	2,56	00:04:08	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
7. es	24 (2,38 %)	23 (2,28 %)	36 (2,50 %)	66,67 %	2,19	00:01:34	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
8. it-it	15 (1,49 %)	15 (1,49 %)	33 (2,29 %)	66,67 %	1,73	00:00:34	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
9. en	13 (1,29 %)	12 (1,19 %)	19 (1,32 %)	52,63 %	2,68	00:02:21	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)
10. de	11 (1,09 %)	11 (1,09 %)	15 (1,04 %)	40,00 %	3,07	00:04:40	0,00 %	0 (0,00 %)	0,00 US\$ (0,00 %)

Filas 1 - 10 de 51

Figure 4 Language data

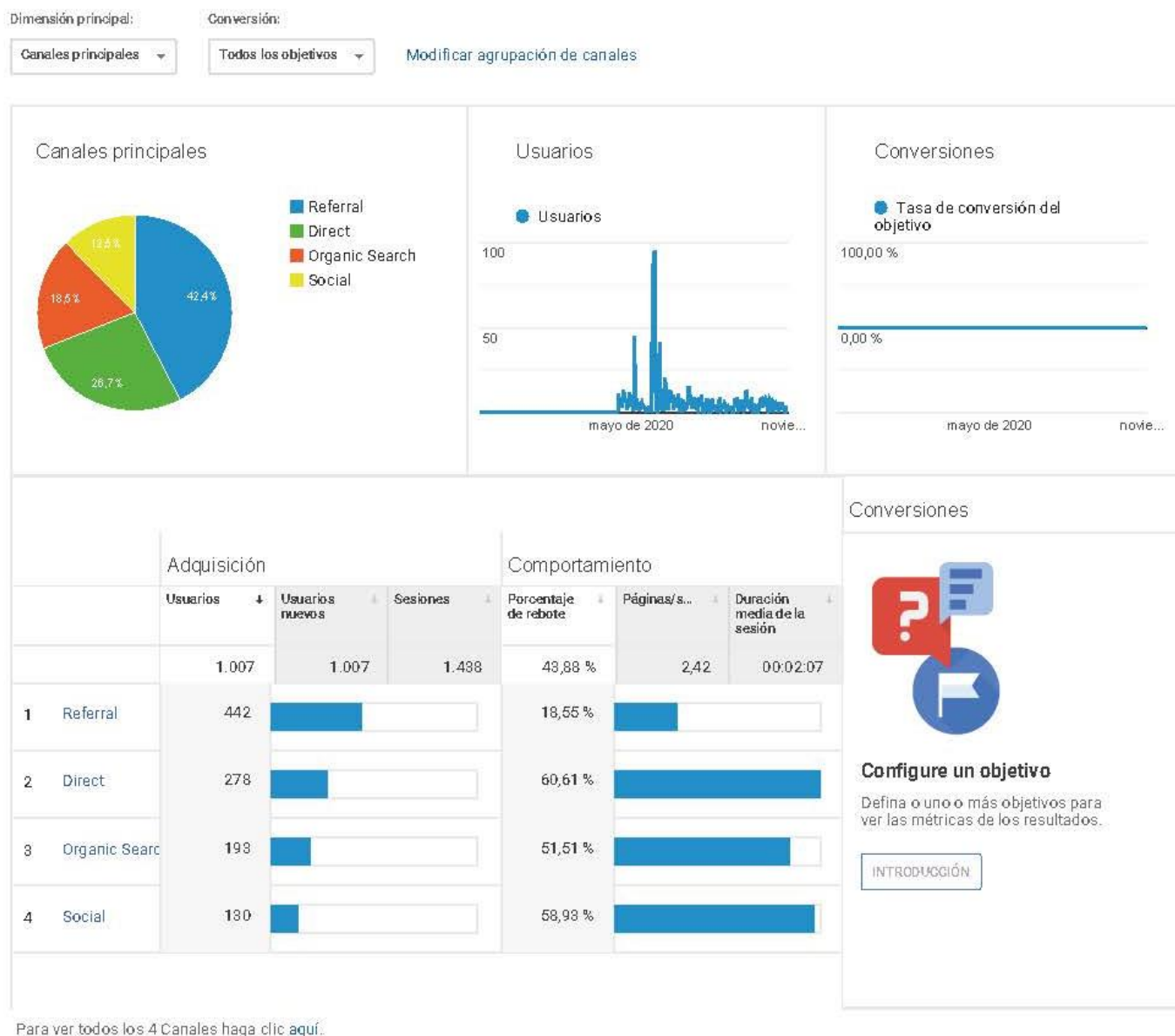


Figure 5 Acquisition data

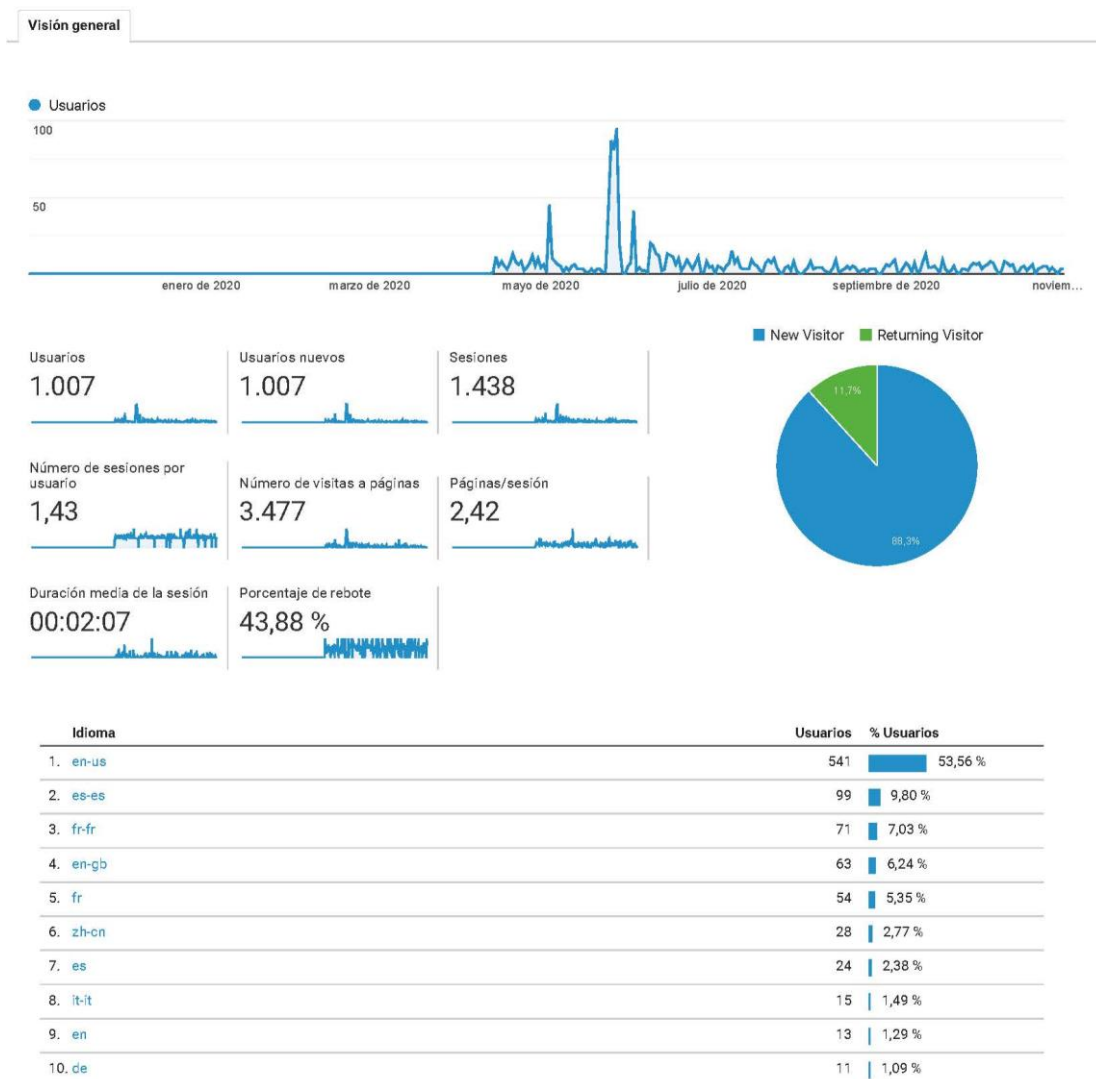


Figure 6 Audience Overview

### 2.3.2. Subtask 8.2.2 Irruption in Social Media channels

ZABALA created a NAIMA profile/account in Twitter and LinkedIn to increase the impact and visibility of the project. Moreover, a project's related video and multimedia has been developed and shared in YouTube to make the communication easily accessible to the project results, and to attract the interest of both stakeholders and general public.

The procedures for the management of the **Twitter and LinkedIn** channels of NAIMA project have already been established and every partner must collaborate by mentioning the NAIMA Twitter account, retweeting the messages about the project and sharing the publications on LinkedIn.

The creation of a "NAIMA community" has increased the visibility and impact of the results created by the project. The creation of Social Media profiles on Twitter and LinkedIn has also allowed to increase

the visibility of the project, the results and attracting the interest of stakeholders and the general public and test them. These profiles are additionally a useful tool to achieve more visits to the website.

On Twitter we **have 355 followers and 199 publications** and on LinkedIn **75 followers and 199 publications**.

### 2.3.2.1. Twitter

The credentials for Twitter are the following:

@NaimaProjectEU- twitter handler

#NAIMAProject - hashtag



Figure 7: Screenshot of the Twitter account

### 2.3.2.2. LinkedIn

A LinkedIn company page has been established for 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.



### 2.3.2.3. Social Media Impact Data Analytics

#### 2.3.2.3.1. Twitter

Twitter only allows the user to analyse a 91-day period. For that reason, we will show of the analyses from September 1<sup>st</sup> to November 4<sup>th</sup>, 2020. During this period, NAIMA has reached 19.2K impressions on Twitter. As we can see in Figure 8, during this 91-day period, NAIMA has had a 1.4% engagement rate (“the engagement rate is a metric that measures the level of engagement that a piece of created content is receiving from an audience. It shows how much people interact with the content. Factors that influence engagement include users’ comments, shares, likes, and more”), 99 clicks on links posted on social media, 22 RT’s, 66 likes, and 5 replies to tweets posted.

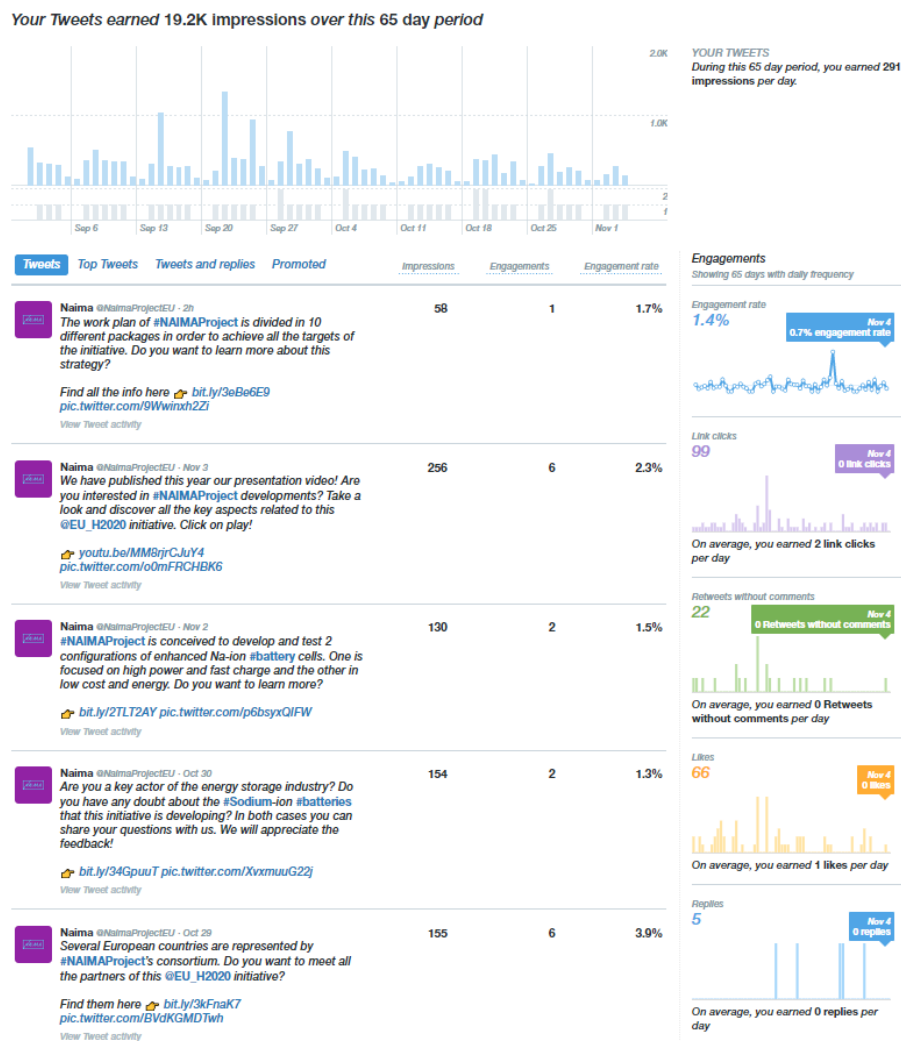


Figure 8 Impressions and engagement

#### 2.3.2.3.2. LinkedIn

The following graphs will show the analytics from the 1<sup>st</sup> of November 2019 until the 1<sup>st</sup> of November 2020 which is the period that LinkedIn allows you to check the analytics.



As we can see in Figure 9 the impressions on posts. Figure 10 and Figure 11 shows the traits of the visitors in the page. The reader will observe that most of the visitors are investigators and in second place are people who belong to the media communications sector.

Figure 12 and Figure 13 show the data about the LinkedIn followers. The graphs show that as of right now NAIMA has 56 followers. It also shows the progress of the followers during this past year. **Figure 12** displays where the followers come from; most of them are from Paris and Amiens.

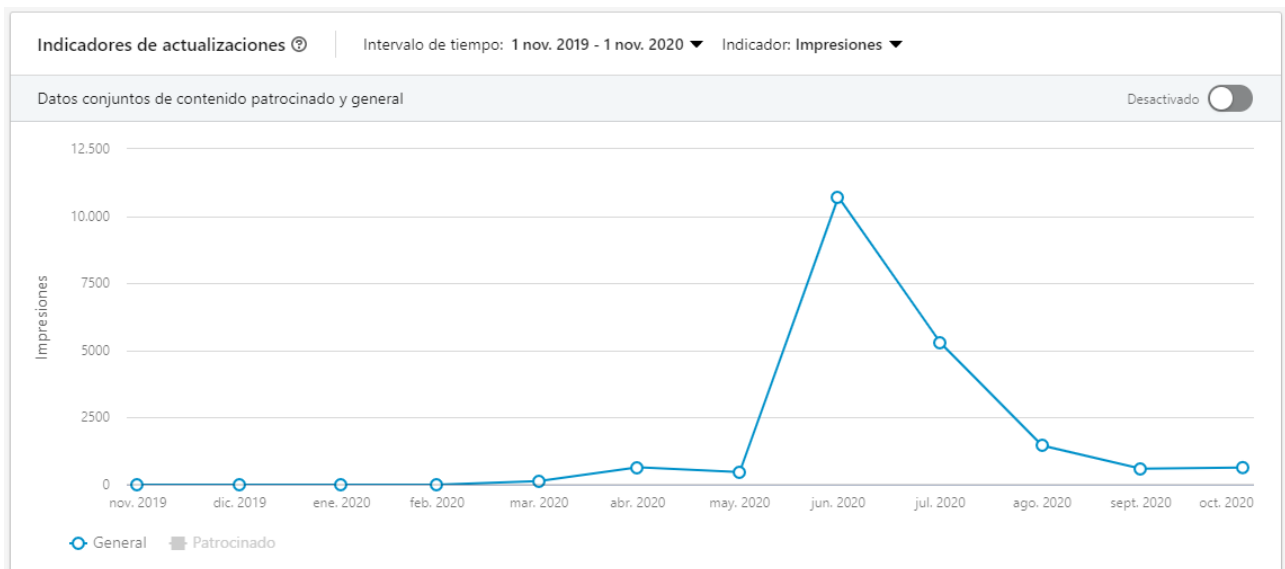


Figure 9 Impressions

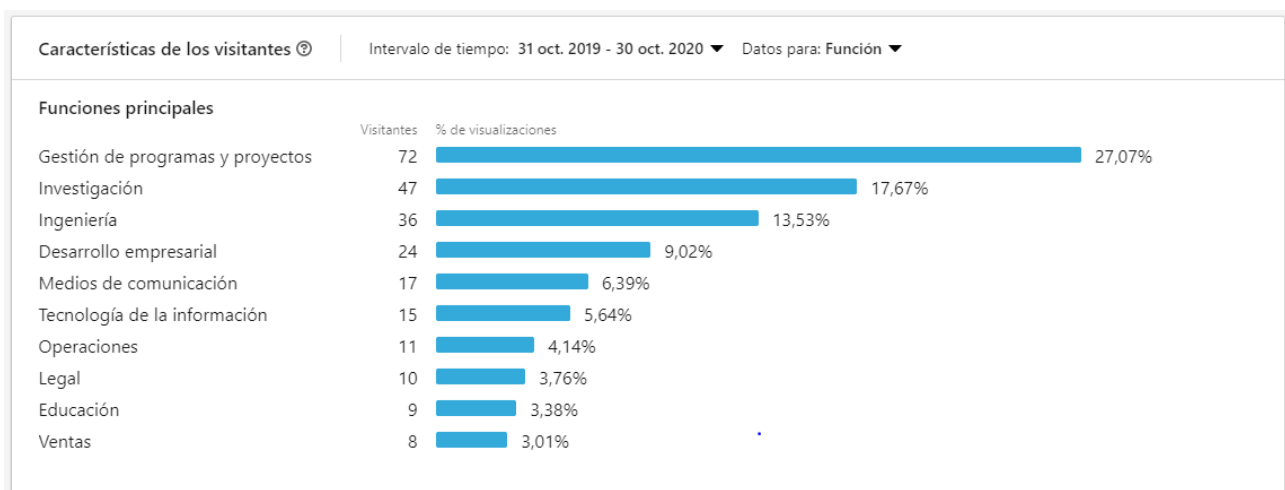


Figure 10 Work of our visitors

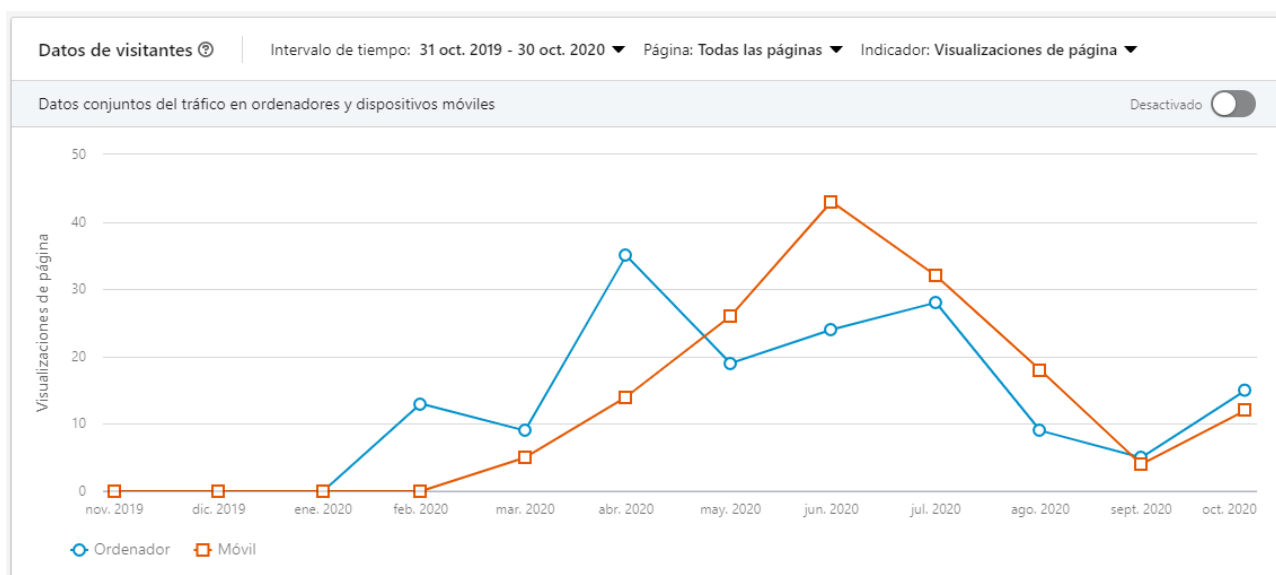


Figure 11 Visitors data

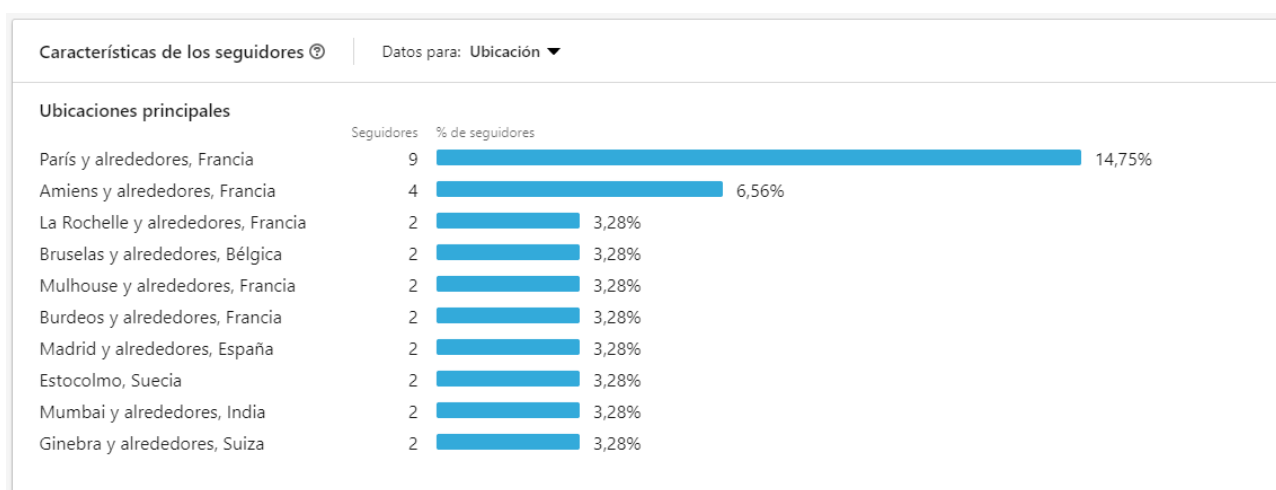


Figure 12 Followers characteristics

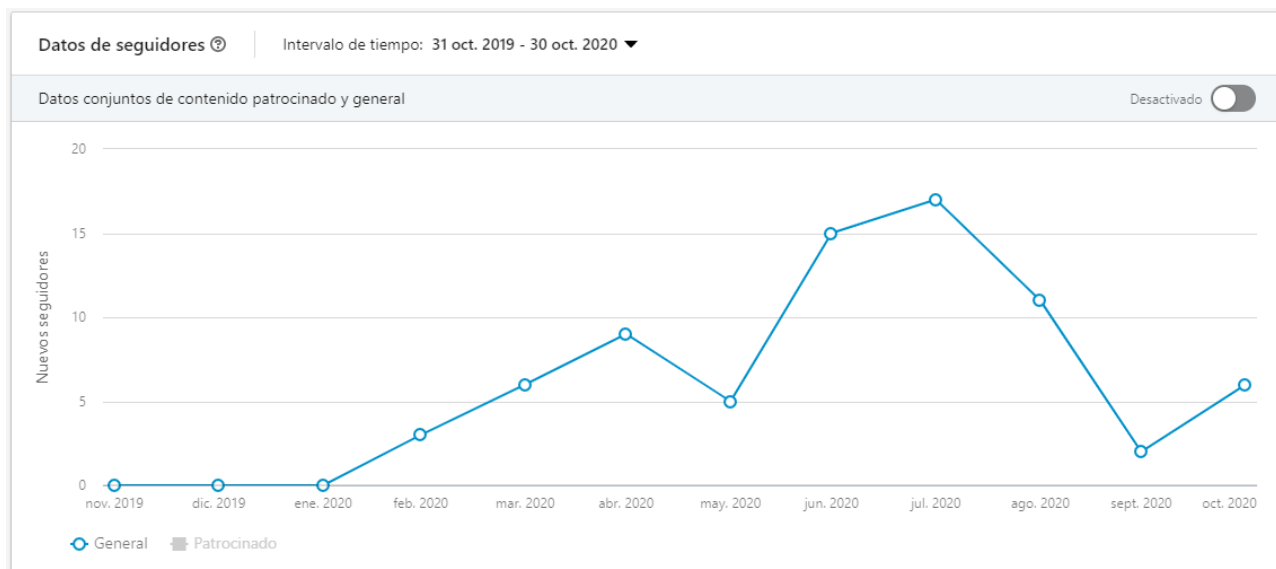


Figure 13 Followers Data

### 2.3.3. Naima Brand

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

#### 2.3.3.1. Name

NAIMA is the branding name of the project which means: “New Na-ion cells to accelerate the European Energy Transition”. 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.

#### 2.3.3.2. Logo and visual guidelines

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.

Taking all these topics into account, the image created for NAIMA Project has been designed with the aim to combine the concepts energy, technology, science, battery and space. 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, but also intended for use in homes, so we want to express closeness, proximity and comfort.

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.

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



Figure 14 Reduced brand option

#### 2.3.4. Subtask 8.2.3 Development of supporting communication means

To effectively broadcast the messages of the project in events and promote the project on the website and the Social Media channels, different communication materials have been published and printed, those are:

##### 2.3.4.1. General presentation of NAIMA

A general Power Point presentation in English has 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 (see <https://naimaproject.eu/wp-content/uploads/2020/05/PPT-Projects-presentation.pptx>).

##### 2.3.4.2. Digital and print brochure

A brochure explaining the project has already been done. This kind of communication material is an excellent practice of showcasing the main objectives and information about NAIMA. It can be found in two different formats: print and digital. This is a great way to spread the word of the project and reach more people in the process (see <https://naimaproject.eu/wp-content/uploads/2020/05/brochure-naima.pdf>).



Figure 15 NAIMA Brochure / front page

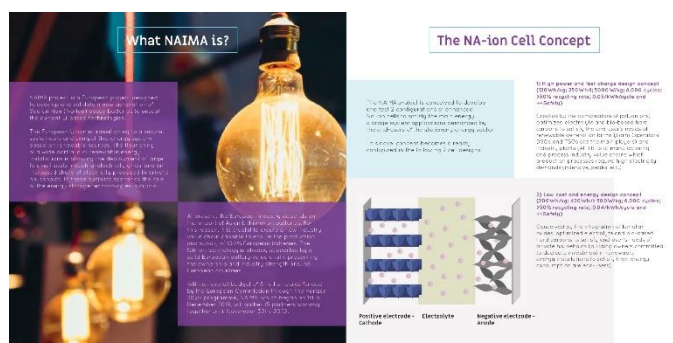


Figure 16 NAIMA Brochure



Figure 17 NAIMA Brochure



Figure 18 NAIMA Brochure



Figure 19 NAIMA Brochure / last page

#### 2.3.4.3. Roll-up

For the participation in events we have developed a roll-up for the whole project to avoid one-shot production and waste (see <https://naimaproject.eu/wp-content/uploads/2020/07/rollup-impresion.pdf>).



Figure 20 Roll-up

### 2.3.5. 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.

## 3. KPI's and Monitoring

The partners must provide all the relevant information and feedback to complete the D8.5 Report on communication and dissemination activities on a regular basis since the start of the project.

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.

Table 9 Dissemination KPIs

Dissemination KPIs	KPI	1-12
Publications	1 conference publication /year per industry and 3 top conference publications /year per academia. 5 journal publications during the project	1
Congresses participation	Industry 3 events/year Academia 2 events/year	4 in total
Industry oriented workshops	2	0
News in media	-	15
Project meetings	-	12

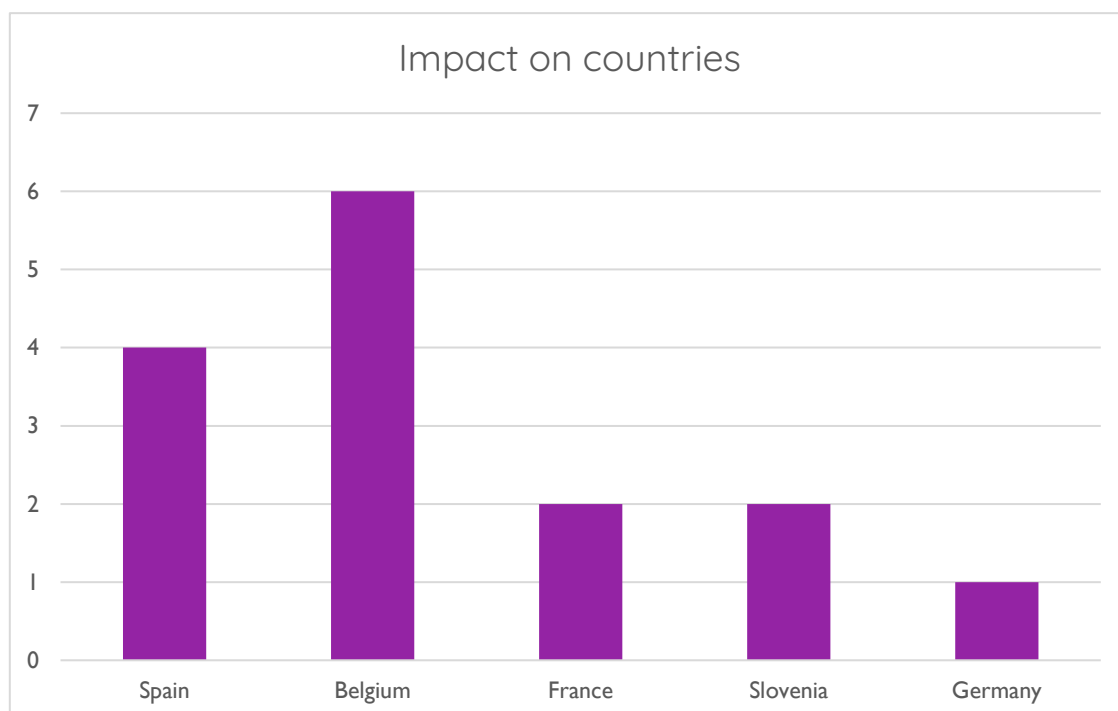
Table 10 Communication KPIs

Communication	KPI	1-12
Videos and Multimedia	1	1
Information pills	3	0
Articles, interviews and press releases	3	7
Social media Twitter	5 tweets/week	5 tweets/week
	500 followers	355 followers
Social media LinkedIn	200 members	75
Campaigns	3 campaigns	2 campaigns
Open Days	2	0
Joint events, workshops & round tables	100 participants	0
Student Internships	4	0

### 3.1. Online Presence

NAIMA has had 15 impacts on Media and other platforms.





#### 4. HORIZON2020 request and coordination with the EC

According to the European Commission, 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.

## 4.1. Support of the European Union

The support to the NAIMA project by the European Commission must be recognised article in all the dissemination and communication tools and materials including this disclaimer: *This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 875629.*

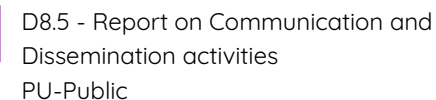
For more information, please refer to article 29 of the Grant Agreement, which includes these and other considerations regarding the dissemination of the project and the Open Access.

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 \(European Commission, 2017\)](#).

[illegible]



## 6. Following Steps

NAIMA Project is focused on gaining followers and impact on social media channels by creating interesting content that will help spreading the word about NAIMA. Also, focused on organizing and attending more events in the next months.

We are also planning on releasing 8 newsletters, which means that we are going to create and publish more content on our website and social media to fill them.

We are also aware of the events that we would like to attend in the future, so we can already make the pieces of news and the contents to spread the word about it. We would like, also, to improve the amount of time people stays in NAIMA website to improve the rebound percentage of time.

We have also sent a reminder to all the consortium partners to remind them about the application of Article 29 of the Grant Agreement, to include in all scientific papers that the support to the NAIMA project by the European Commission must be recognised in all the dissemination and communication tools and materials including this disclaimer: *This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement 875629.*

## 7. ANNEX

### 7.1. Visual Guidelines

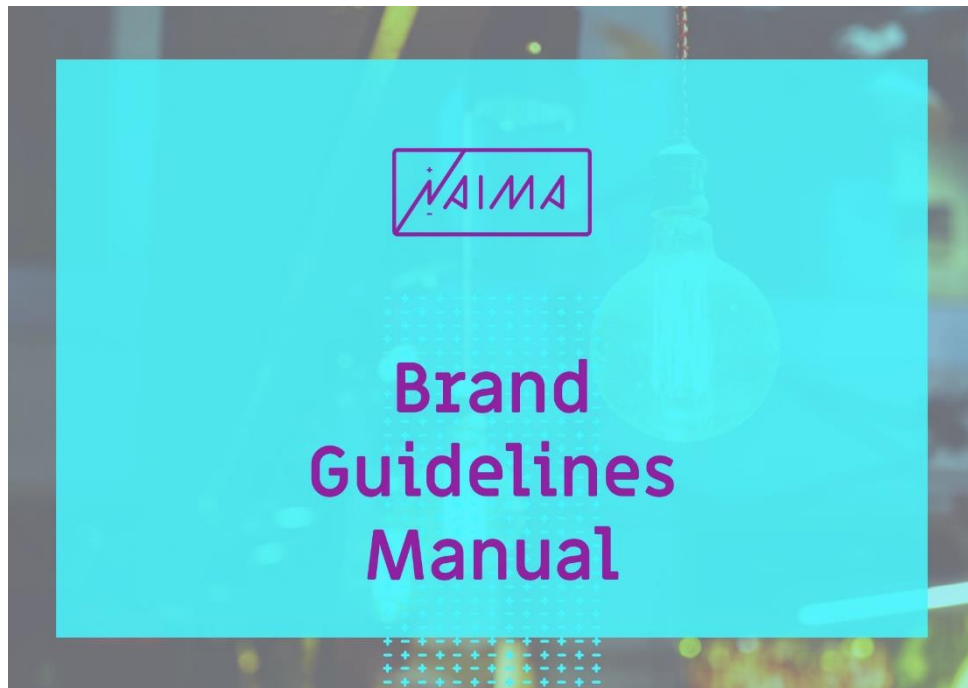


Figure 21 Visual Guidelines - front page

## 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.



—  
01  
—



Figure 22 Visual Guidelines - Context



## 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.

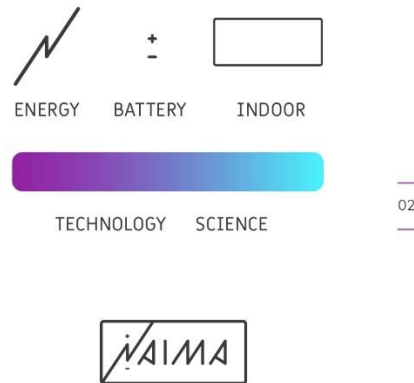


Figure 23 Visual Guidelines - Brand

## RETICLE

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



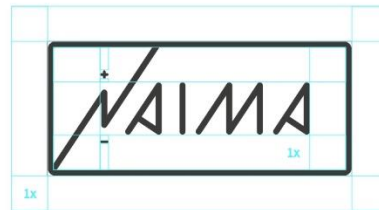
Figure 24 Visual Guidelines - Logo



## 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.



04



Figure 25 Visual Guidelines - 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 flat icon, we have made a reduced version.

This version keeps the main logo attributes.



05

Figure 26 Visual Guidelines - Logo reduction



## FONT

The typography for headlines is the Miriam Free. 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.

Aa Aa  
Aa  
Miriam Libre

Aa Aa  
Aa  
Aa  
Quicksand

06



Figure 27 Visual Guidelines - Font

## 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 28 Visual Guidelines - Colour





## CORRECT USES

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



08



Figure 29 Visual Guidelines - Correct uses

## 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 fonts that damage legibility



09



Figure 30 Visual Guidelines - Incorrect uses

## APPLICATION



10



Figure 31 Visual Guidelines - Application

## APPLICATION



11



Figure 32 Visual Guidelines - Application

## SLOGAN



Figure 33 Visual Guidelines - Slogan



Figure 34 Visual Guidelines - back page

## 7.2. Press clipping

Table 11 Press clipping

	Author	Organisation	News Title	News info/text	Posted to website	Publishing date
1	Carla Sala	ZABALA Innovation Consulting	NAIMA: Células Na-ion para promover la transición energética europea	Article on website	<a href="https://www.zabala.es/es/noticias/naima-celulas-na-ion-para-promover-la-transicion-energetica-europea">https://www.zabala.es/es/noticias/naima-celulas-na-ion-para-promover-la-transicion-energetica-europea</a>	16/01/2020
2	Carla Sala	ZABALA Innovation Consulting	NAIMA: New Na-ion cells to accelerate the European Energy Transition	Article on website	<a href="https://www.zabala.eu/en/news/naima-na-ion-cells">https://www.zabala.eu/en/news/naima-na-ion-cells</a>	16/01/2020
3		IS2M	NAIMA project	Information about the project	<a href="https://www.is2m.uha.fr/en/europeens/">https://www.is2m.uha.fr/en/europeens/</a>	20/01/2020
4		EnergyVille	Naima: New Na-Ion Cells to Accelerate the European Energy Transition	Information about the project	<a href="https://www.energyville.be/en/research/naima-new-na-ion-cells-accelerate-european-energy-transition">https://www.energyville.be/en/research/naima-new-na-ion-cells-accelerate-european-energy-transition</a>	21/01/2020
5	Neža Loštrek	Total Slovenia News	Institute of Chemistry in EU Na-ion Battery Development Acceleration Plan	Article on website	<a href="https://www.total-slovenia-news.com/made-in-slovenia/5438-institute-of-chemistry-in-eu-na-ion-battery-development-acceleration-plan">https://www.total-slovenia-news.com/made-in-slovenia/5438-institute-of-chemistry-in-eu-na-ion-battery-development-acceleration-plan</a>	22/01/2020
6		ZABALA Innovation Consulting	NAIMA	Project explanation	<a href="https://www.zabala.es/es/proyectos/naima">https://www.zabala.es/es/proyectos/naima</a>	28/01/2020
7		ZABALA Innovation Consulting	NAIMA	Project explanation	<a href="https://www.zabala.eu/en/projects/naima">https://www.zabala.eu/en/projects/naima</a>	28/01/2020
8	Reiner Sojka	ACCUREC	NAIMA: New Na-ion cells to accelerate the European Energy Transition	Article on website	<a href="https://accurec.de/naima-new-na-ion-cells">https://accurec.de/naima-new-na-ion-cells</a>	16/02/2020
9		RS2E	Sodium to boost the European battery industry	Article on website	<a href="https://www.energie-rs2e.com/en/news/sodium-boost-european-battery-industry">https://www.energie-rs2e.com/en/news/sodium-boost-european-battery-industry</a>	27/03/2020
10		Gestamp	Brochure and Gestamp participation	Brochure on website	<a href="https://www.gestamp.com/Gestamp11/media/GestampCenters/Europe/Spain/Gestamp%20Navarra%20Orkoien/Documents/Gestamp-Project-Naima-Folleto.pdf?ext=.pdf">https://www.gestamp.com/Gestamp11/media/GestampCenters/Europe/Spain/Gestamp%20Navarra%20Orkoien/Documents/Gestamp-Project-Naima-Folleto.pdf?ext=.pdf</a>	13/05/2020
11	Neža Loštrek	Total Slovenia News	Institute of Chemistry in EU Na-ion Battery Development Acceleration Plan	Article on website	<a href="https://www.total-slovenia-news.com/made-in-slovenia/5438-institute-of-chemistry-in-eu-na-ion-battery-development-acceleration-plan">https://www.total-slovenia-news.com/made-in-slovenia/5438-institute-of-chemistry-in-eu-na-ion-battery-development-acceleration-plan</a>	22/06/2020
12	Diana Prsancová	ZABALA Innovation Consulting	#DOTEU Awards: Last chance to VOTE	Article on website	<a href="https://www.zabala.eu/en/news/doteu-awards-zabala-projects">https://www.zabala.eu/en/news/doteu-awards-zabala-projects</a>	20/07/2020



13		Cordis Wire	NAIMA Project has launched its presentation video	Article on website	<a href="https://cordis.europa.eu/article/id/423199-naima-project-has-launched-its-presentation-video">https://cordis.europa.eu/article/id/423199-naima-project-has-launched-its-presentation-video</a>	17/11/2020
14		Cordis Wire	New Na-ion cells to accelerate the European Energy Transition	Article on website	<a href="https://cordis.europa.eu/article/id/423200-new-na-ion-cells-to-accelerate-the-european-energy-transition">https://cordis.europa.eu/article/id/423200-new-na-ion-cells-to-accelerate-the-european-energy-transition</a>	17/11/2020
15		Cordis Wire	A circular economy plan to boost energy transition in Europe	Article on website	<a href="https://cordis.europa.eu/article/id/423201-a-circular-economy-plan-to-boost-energy-transition-in-europe">https://cordis.europa.eu/article/id/423201-a-circular-economy-plan-to-boost-energy-transition-in-europe</a>	17/11/2020



### 7.2.1. ZABALA Innovation Consulting

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- Deducción fiscal por I+D+i
- Financiación de la I+D+i
- Fomento de la I+D en sector público
- Gestión de un proyecto I+D
- Horizonte Europa
- Innovación social
- Transformación digital

ARCHIVO

- Octubre 2020
- Septiembre 2020
- Agosto 2020
- Julio 2020
- Junio 2020
- Mayo 2020
- Abril 2020
- Marzo 2020
- Febrero 2020
- Enero 2020
- 2019
- 2018
- 2017
- 2016
- 2015
- 2014
- 2013
- 2012

SOCIAL

16/01/2020

## NAIMA: Células Na-ion para promover la transición energética europea

El proyecto europeo NAIMA quiere desarrollar células Na-ion para las tecnologías de almacenamiento de energía

NAIMA es un nuevo proyecto financiado por el programa Horizonte2020, con 8 M€, y que tendrá una duración de 3 años. Inició el mes pasado en Amiens (Francia) y, ZABALA participa como socio encargado de la Comunicación y Disseminación.

El proyecto NAIMA demostrará que dos nuevas generaciones de células de Na-ion altamente competitivas y seguras, serán las alternativas más rentables para desbancar a la tecnologías-Li de litio en las aplicaciones de almacenamiento. El Na-ion está respaldado por una cadena de valor en la European Battery (socios industriales del consorcio), que, apoyan con financiación privada la fabricación de todos los componentes de una batería, preservando la propiedad y la fuerza de la industria europea.



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NAIMA reúne a un consorcio de 15 socios de 8 países europeos (Francia, Alemania, Suecia, Bulgaria, España, Países Bajos, Eslovenia y Bélgica): 5 son organizaciones de I+D (CNRS, CEA, NIC, IHE, VITO), 6 PYMES (TIAMAT, BIKOL, IEIT, GOLDLINE, ACC, ZABALA IC) y 4 grandes empresas (EDF, GESTAMP, SOLVAY, UMICORE). El perfil equilibrado e interdisciplinario de los socios cubre satisfactoriamente toda la cadena de valor de la batería junto con los diversos campos fundamentales de I+D requeridos en el proyecto. Además, un comité asesor internacional estará involucrado en el desarrollo del proyecto, de manera que los casos de uso desarrollados se conviertan en verdaderos modelos de negocio.

El proyecto está liderado por la empresa francesa **TIAMAT**, que fue la anfitriona de la reunión de lanzamiento en Amiens, y está especializada en el diseño, desarrollo y fabricación de células de baterías de iones de sodio destinadas a aplicaciones de corriente de carga rápida y alta descarga en los sectores de la movilidad y el almacenamiento estacionario.

En el marco del proyecto, se probarán 6 prototipos SIB en 3 Business Scenarios multiescala para proporcionar evidencias sólidas sobre la competitividad de la tecnología en 3 entornos reales (generación renovable - EDF/Francia, industria - GESTAMP/España y hogar privado- GOLDLINE/Bulgaria).

Para ello, la implicación de los usuarios finales (EDF, GESTAMP, GOLDLINE) jugará un papel crucial como estrictos "auditores de tecnología" para evaluar la viabilidad de convertirse en "compradores potenciales" de SIBs en sus ecosistemas empresariales. Además, el "enfoque de sostenibilidad" será asegurado por la definición de aplicaciones concretas de segunda vida y el cumplimiento de una alta tasa de eficiencia de reciclaje (>50% de peso). Este enfoque se reforzará con el desarrollo de una metodología integrada de productos capaz de combinar aspectos técnicos, ambientales y sociales en una evaluación completa del ciclo de vida (LCA) y en el cálculo del coste del ciclo de vida (LCC).

### NAIMA en el contexto de la Transición Energética

La UE está haciendo la transición a un sistema energético seguro, sostenible y competitivo, tal y como se establece en la estrategia de la Unión Energética de la CE. La creciente penetración de las fuentes de energía renovable en el mercado energético de la UE, van de la mano de una alta competitividad de las tecnologías más consolidadas: Energía Eólica y Solar Fotovoltaica. La creciente cartera de instalaciones de energía renovable está permitiendo el despliegue de redes eléctricas industriales de gran a pequeña escala, y en un porcentaje cada vez mayor de electricidad producida en los hogares.

La mera disponibilidad de las materias primas de las células de Li-ion es casi un "milagro". En este escenario, la alternativa no litosa más robusta es la tecnología basada en el sodio-ión (Na-ión). Esta tecnología disruptiva ya está respaldada por una sólida cadena de valor de European Battery (socios industriales del consorcio) a través de su sólido compromiso de inversiones sustanciales en la fabricación de todos los componentes de una batería, preservando la propiedad y la fuerza de la industria en los países europeos.

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- March 2020
- February 2020
- January 2020
- 2019
- 2018
- 2017
- 2016
- 2015
- 2014
- 2013
- 2012
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16/01/2020

## NAIMA: New Na-ion cells to accelerate the European Energy Transition

The European project NAIMA aims to develop a new generation of high-competitive and safe Na-ion cells for the current and future energy storage technologies, supported by the key actors of the European Battery value chain

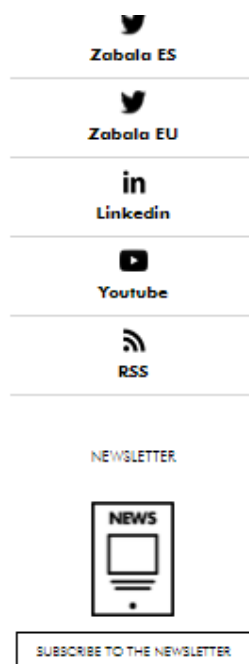




Last month the new EU funded project NAIMA *"Na Ion materials as essential components to manufacture robust battery cells for non-automotive applications"* was kickstarted in Amiens (France). This project was awarded a Horizon2020 programme grant of almost 8 M€ by the European Commission. The duration of the project will be 36 months as of 1 December 2019.

The NAIMA project will demonstrate that two new generations of highly-competitive and safe Na-ion cells developed and tested during the project are some of the most robust and cost-effective alternatives to unseat current and future Li-based technologies in dedicated storage applications, nowadays controlled by Asian industry. The Na-ion 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.





NAIMA bring together a strong and complementary consortium, including **15 partners from 8 European countries** (France, Germany, Sweden, Bulgaria, Spain, Netherlands, Slovenia and Belgium): **5 being R&D organisation** (CNRS, CEA, NIC, IHE, VITO), **6 SMEs** (TIAMAT, BIKOL, IEIT, GOLDLINE, ACC, ZABALA IC) and **4 large companies** (EDF, GESTAMP, SOLVAY, UMICORE). The well-balanced and interdisciplinary profiles of the partners covers satisfactorily the entire battery value chain along with the diverse fundamentals R&D fields required in the project. Moreover, an international advisory board will be involved in the development of the project, so that the use cases developed become real business models.

The project is led by the French company **TIAMAT**, which hosted the kick - off meeting in Amiens, and is specialized in the design, development and manufacture of sodium ion battery cells targeting fast charging, high discharge current applications in mobility and stationary storage sectors.

Within the framework of the project, 6 SIB prototypes will be tested in 3 multi-scale Business Scenarios to provide solid evidences about the competitiveness of the technology in 3 real environments (renewable generation – EDF/France, industry – GESTAMP/Spain and private household-GOLDLINE/Bulgaria).

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 fulfillment 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 Life Cycle Assessment (LCA) and Life Cycle Costing (LCC).

"The NAIMA Project is the perfect opportunity to further develop a deep, fundamental and practical knowledge of Na-ion technologies in order to assess their potential in realistic environments and help bring them to a commercial reality. The possibility to source most of the materials of these batteries from within Europe fits well with the strategy and willingness of the European commission and would help de-risking some of the key challenges with the value chain of Li-ion cells. TIAMAT is very proud and excited to be working alongside the best industrials and labs in Europe to deliver Na-ion as an alternative energy storage technology", says its coordinator.

### NAIMA in the context in the frame of Energy Transition

The EU is transitioning to a secure, sustainable and competitive energy system as laid out in the EC's Energy Union strategy. 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 non-dispatchable renewable generation requires a higher flexibility in the energy system, where the weight of much more decentralised installations grow day-to-day. In fact, the flourishing of a wide portfolio of renewable energy installations is allowing the deployment of large to small scale industrial electricity grids, and in an increased share of electricity produced in private households.

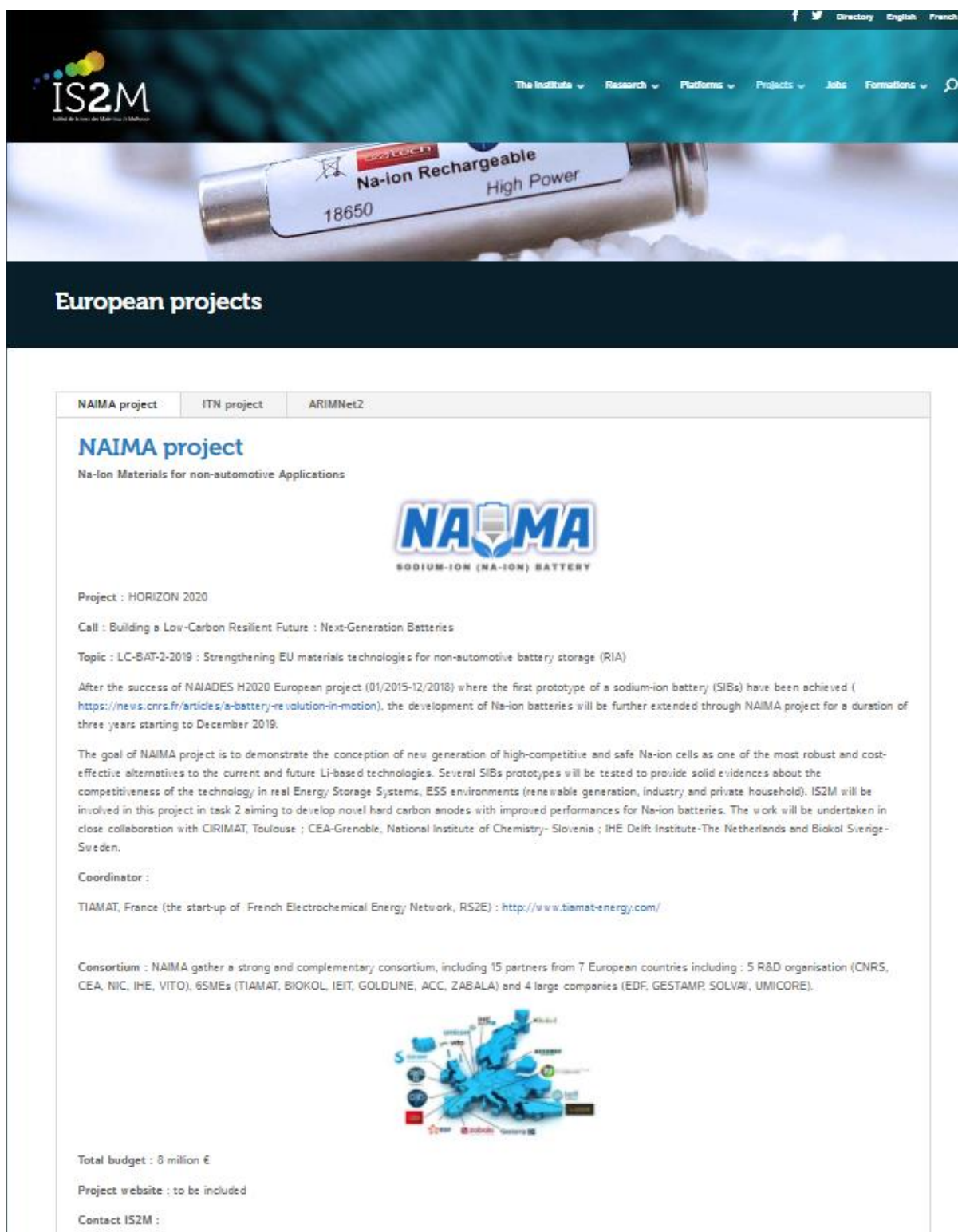
Just the availability of the raw materials of Li-ion cells is almost a "miracle". Under this scenario, the most robust non-Lithium alternative is the technology based on Sodiumion (Na-ion). This disruptive technology is already supported by a solid European Battery value chain (industry partners of the 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.

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### 7.2.3. IS2M



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Institut de Science des Matériaux de Mulhouse

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**Na-ion Rechargeable High Power**  
18650

## European projects

NAIMA project ITN project ARIMNet2

### NAIMA project

Na-ion Materials for non-automotive Applications



Project : HORIZON 2020

Call : Building a Low-Carbon Resilient Future : Next-Generation Batteries

Topic : LC-BAT-2-2019 : Strengthening EU materials technologies for non-automotive battery storage (RIA)


After the success of NAIADIS H2020 European project (01/2015-12/2018) where the first prototype of a sodium-ion battery (SIBs) have been achieved (<https://news.cnrs.fr/articles/a-battery-revolution-in-motion>), the development of Na-ion batteries will be further extended through NAIMA project for a duration of three years starting to December 2019.

The goal of NAIMA project is to demonstrate the conception of new generation of high-competitive and safe Na-ion cells as one of the most robust and cost-effective alternatives to the current and future Li-based technologies. Several SIBs prototypes will be tested to provide solid evidences about the competitiveness of the technology in real Energy Storage Systems, ESS environments (renewable generation, industry and private household). IS2M will be involved in this project in task 2 aiming to develop novel hard carbon anodes with improved performances for Na-ion batteries. The work will be undertaken in close collaboration with CIRIMAT, Toulouse ; CEA-Grenoble, National Institute of Chemistry- Slovenia ; IHE Delft Institute-The Netherlands and Biokol Sverige-Sweden.

Coordinator :

TIAMAT, France (the start-up of French Electrochemical Energy Network, RS2E) : <http://www.tiamat-energy.com/>

Consortium : NAIMA gather a strong and complementary consortium, including 15 partners from 7 European countries including : 5 R&D organisation (CNRS, CEA, NIC, IHE, VITO), 6SMEs (TIAMAT, BIKOL, IET, GOLDLINE, ACC, ZABALA) and 4 large companies (EDF, GESTAMP, SOLVAY, UMICORE).




Total budget : 8 million €

Project website : to be included

Contact IS2M :

## 7.2.4. EnergyVille



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SHOWCASE

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ABOUT ENERGYVILLE



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The European project NAIMA aims to develop a new generation of high-competitive and safe Na-Ion cells for the current and future energy storage technologies, supported by the key actors of the European Battery value chain.



NAIMA: NEW NA-ION CELLS TO ACCELERATE THE EUROPEAN ENERGY TRANSITION

PERIOD

01-12-2019 - 01-12-2022

WEBSITE

NAIMAPHOTOCELLU

The project

The European Union is transitioning to a secure, sustainable and competitive energy system based on renewable sources. The non-dispatchable renewable generation requires a higher flexibility in the energy system, where the weight of much more decentralised installations grows day-to-day. In the whole of these business scenarios, without any exception, the role of energy storage technologies is crucial.

To find an alternative to Li-based technologies, which are nowadays primarily controlled by Asian industry, the NAIMA project will demonstrate a new generation of high-competitive and safety Na-Ion cells. The Na-Ion 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 Na-Ion batteries (SIB) prototypes will be tested in 3 multi-scale Business Scenarios to provide solid evidences about the competitiveness of the technology in 3 real environments (renewable generation – EDF/France, industry – GESTAMP/Spain and private household – GOLDLINE/Bulgaria).

EnergyVille/VITO is heavily involved in this project providing the battery management system, advanced modelling with a focus on ageing and fast charging processes and life cycle analysis.



Positive electrode - Cathode

Electrolyte

Negative electrode - Anode

The goals

The project has identified 8 specific goals:

- 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.
- 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/0.05€/kWh/cycle and 0.04€/kWh/cycle by the end of the project

#### Objectives of the project

- To **design**, assembly and test 6 Sodium-Ion batteries (SIB) prototypes as a full system, in 3 different Business Scenarios where the role of storage technologies is considered vital for the end-users.
- To **introduce** novel strategies such as eco-design, circular economy, high recycling 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 low cost cell design and high power cell design for industry application.
- 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.
- 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 **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.

#### The consortium

NAIMA bring together a strong and complementary consortium, including 15 partners from 8 European countries (France, Germany, Sweden, Bulgaria, Spain, Netherlands, Slovenia and Belgium): 5 being R&D organisation (CNRS, CEA, NIC, IHE, EnergyVille/VITO), 6 SMEs (TIAMAT, BIKOL, IEIT, GOLDLINE, ACC, ZABALA IC) and 4 large companies (EDF, GESTAMP, SOLVAY, UMICORE). The well-balanced and interdisciplinary profiles of the partners covers satisfactorily the entire battery value chain along with the diverse fundamentals R&D fields required in the project. Moreover, an international advisory board will be involved in the development of the project, so that the use cases developed become real business models.

#### More info



#### CONTACT

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EnergyVille/VITO

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#### CONTACT


**Khlem Trad**

Researcher Battery and Energy  
Storage at EnergyVille/VITO





## 7.2.5. Total Slovenia News


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### Institute of Chemistry in EU Na-ion Battery Development Acceleration Plan

By Neža Lotrek, 22 Jan 2020, 18:35 PM [Made in Slovenia](#)





Image: Wikimedia Commons, CC-BY-3.0



Neža Lotrek

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The National Institute of Chemistry reported last week that it has acquired a new European project, NAIMA (Na-ion materials as essential components to manufacture robust battery cells for non-automotive applications), in which it will participate as a partner in the development of new sodium-ion batteries.

The NAIMA project aims to demonstrate the cost efficiency and robustness of sodium-ion batteries and prove them to be one of the best alternatives to the current lithium-based systems of energy storage. The new energy storage solutions would address the current problems of lithium-ion batteries, mostly produced in Asia, and allow for the localization of the entire chain of production. The main problems with lithium-ion batteries are in the scarcity of materials and sometimes safety, when flammable electrolytes are used in high energy density appliances.

The new EU-funded NAIMA project was kickstarted in Amiens, France and awarded a Horizon2020 programme grant of almost €8 million by the European Commission. The duration of the programme will be 36 months, having started December 1, 2019.

#### We Recycle Hybrid Batteries

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We Buy Hybrid Vehicle Battery Cells. We Recycle Large Hybrid Car, Bus, Batteries Cases.  
[globaltechnoironmental.com](http://globaltechnoironmental.com)

OPEN

The project will test six prototypes of Na-ion batteries in three different business scenarios. These scenarios will provide concrete evidence of the technology's competitiveness in three real-world settings – renewable production, industry and households.

New carbon materials will be developed at the Department of Materials Chemistry of the National Institute of Chemistry for use in prototype anodes of Na-ion batteries.

Skrb za zdravje  
in lepoto Vaših  
zob nam je na  
prvem mestu!


**BAGATIN**

Green Gold Tower  
Ulica Grada Vukovara 269a  
ZAGREB, HRVATSKA


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## 7.2.6. ZABALA Innovation Consulting

PROYECTO

### NAIMA

#### Materiales de Na lon para la fabricación de baterías para aplicaciones no automotrices

El proyecto de NAIMA demostrará que dos nuevas generaciones de células de Na-ion altamente competitivas y seguras son algunas de las alternativas más robustas y rentables para desbancar a las actuales y futuras tecnologías basadas en Li en aplicaciones de almacenamiento dedicado.



Este proyecto ha sido financiado por el programa de Investigación e Innovación de la Unión Europea HORIZONTE 2020 en virtud del acuerdo de subvención N° 873629

<b>15</b> SOCIOS	<b>8</b> PAISES	<b>8 M€</b> PRESUPUESTO TOTAL	<b>3</b> AÑOS
---------------------	--------------------	----------------------------------	------------------



EUROPEAN COMMISSION  
Proyecto  
NAIMA  
Programa  
HORIZON 2020  
Fecha  
2019-2022  
Sector  
Baterías  
Web  
www.naimaproject.eu  
Descarga PDF  
2

01

#### El Reto

El proyecto NAIMA demostrará que dos nuevas generaciones de células de Na-ion altamente competitivas y seguras son algunas de las alternativas más robustas y rentables para desbancar a las actuales y futuras tecnologías basadas en Li en aplicaciones de almacenamiento dedicado, hoy en día controladas por la industria asiática. La tecnología de disolución de Na-ion ya está respaldada por una sólida cadena de valor de European Battery a través de su sólido compromiso de inversiones autónomas en la fabricación de todos los componentes de una batería, preservando la propiedad y la fuerza de la industria en los países de la UE.

02

#### La Solución

En el marco del proyecto, se probarán 6 prototipos de SIB en 3 Escenarios de Negocio multiescenario para proporcionar evidencias sólidas sobre la competitividad de la tecnología en 3 entornos reales. Para ello, la participación de los usuarios finales (EDF, GESTAVIP, GOLDLINE) desempeñará un papel crucial como socios "audidores de tecnología" para evaluar la viabilidad de comerciales en "compradores potenciales" de SIB en sus ecosistemas de negocios. Además, el "efecto de sostenibilidad" se asegurará mediante la definición de aplicaciones potenciales concretas de segunda vida y el cumplimiento de un alto nivel de eficiencia de reciclaje.

03

#### Los Resultados

La UE está haciendo la transición a un sistema energético seguro, sostenible y competitivo, tal y como se establece en la estrategia de la Unión Energética de la CE. La creciente penetración de las fuentes de energía renovable en el mercado energético de la UE, van de la mano de una alta competitividad de las tecnologías más consolidadas: Energía eólica y solar fotovoltaica.



Una nueva generación de células de Na-ion altamente competitivas y seguras para desbancar a las actuales y futuras tecnologías basadas en el Litio

Cristina Catalina  
R&D CONSULTANT






### 7.2.7. ZABALA Innovation Consulting

PROJECT

## NAIMA


### Na Ion materials to manufacture battery cells for non-automotive applications

NAIMA project will demonstrate that two new generations of highly-competitive and safe Na-ion cells are some of the most robust and cost-effective alternatives to unseat current and future Li-based technologies in dedicated storage applications.



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

<b>15</b> PARTNERS	<b>8</b> COUNTRIES	<b>€8 M</b> TOTAL BUDGET	<b>3</b> YEARS
-----------------------	-----------------------	-----------------------------	-------------------



IN ONE CLICK


**Project**  
NAIMA

**Programme**  
HORIZON 2020

**Period**  
2019-2022

**Sector**  
Batteries

**Web**  
[www.naimaproject.eu](http://www.naimaproject.eu)

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01  
**The Challenge**


The NAIMA project will demonstrate that two new generations of highly-competitive and safe Na-ion cells developed and tested during the project are some of the most robust and cost-effective alternatives to unseat current and future Li-based technologies in dedicated storage applications, nowadays controlled by Asian industry. The Na-ion disruptive technology is already supported by a solid European Battery value chain through their solid commitment of substantial investments in the manufacturing of all components of a battery, presenting the ownership and industry strength around EU countries.

02  
**Solutions**

Within the framework of the project, 6 SIB prototypes will be tested in 3 multi-scale Business Scenarios to provide solid evidence about the competitiveness of the technology in 3 real environments. To that end, the involvement of the end users (EDF, GESTAVER, GOLDUNIS) 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.

03  
**Impacts**


The EU is transitioning to a secure, sustainable and competitive energy system as laid out in the EC's Energy Union strategy. 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.



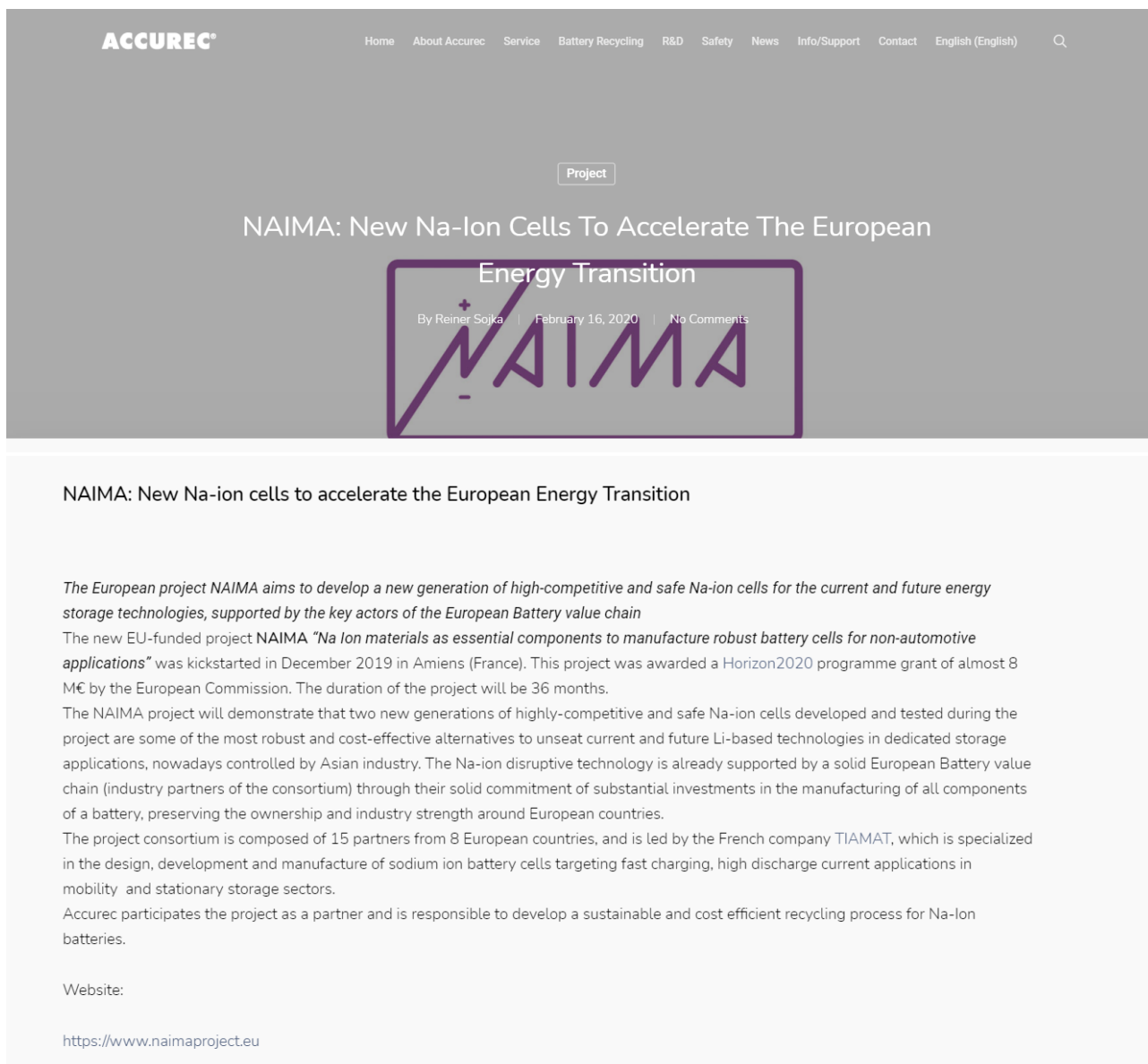
//

### A new generation of high-competitive and safe Na-ion cells to unseat the current and future Li-based technologies

CRISTINA CATALINA  
R&D CONSULTANT



### 7.2.8. ACCUREC



The screenshot shows the ACCUREC website with a navigation bar at the top containing links: Home, About Accurec, Service, Battery Recycling, R&D, Safety, News, Info/Support, Contact, and English (English). A search icon is also present. Below the navigation bar, there is a 'Project' button. The main heading reads 'NAIMA: New Na-Ion Cells To Accelerate The European Energy Transition'. Below this, it says 'By Reiner Sojka | February 16, 2020 | No Comments'. A large NAIMA logo is displayed. The article text follows, starting with 'The European project NAIMA aims to develop a new generation of high-competitive and safe Na-ion cells for the current and future energy storage technologies, supported by the key actors of the European Battery value chain'. It mentions the project was kickstarted in December 2019 in Amiens (France), awarded a Horizon2020 grant of almost 8 M€ by the European Commission, and will last 36 months. The project aims to demonstrate two new generations of highly-competitive and safe Na-ion cells. The consortium consists of 15 partners from 8 European countries, led by TIAMAT. Accurec is a partner responsible for developing a sustainable and cost-efficient recycling process for Na-ion batteries. The website URL <https://www.naimaproject.eu> is provided at the bottom.

**NAIMA: New Na-ion cells to accelerate the European Energy Transition**

*The European project NAIMA aims to develop a new generation of high-competitive and safe Na-ion cells for the current and future energy storage technologies, supported by the key actors of the European Battery value chain*

The new EU-funded project **NAIMA "Na Ion materials as essential components to manufacture robust battery cells for non-automotive applications"** was kickstarted in December 2019 in Amiens (France). This project was awarded a Horizon2020 programme grant of almost 8 M€ by the European Commission. The duration of the project will be 36 months.

The NAIMA project will demonstrate that two new generations of highly-competitive and safe Na-ion cells developed and tested during the project are some of the most robust and cost-effective alternatives to unseat current and future Li-based technologies in dedicated storage applications, nowadays controlled by Asian industry. The Na-ion 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.

The project consortium is composed of 15 partners from 8 European countries, and is led by the French company TIAMAT, which is specialized in the design, development and manufacture of sodium ion battery cells targeting fast charging, high discharge current applications in mobility and stationary storage sectors.

Accurec participates the project as a partner and is responsible to develop a sustainable and cost efficient recycling process for Na-Ion batteries.

Website:

<https://www.naimaproject.eu>



## 7.2.9. RS2E



Research network on electrochemical energy storage.  
Research center on batteries and supercapacitors

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## Sodium to boost the European battery industry

**Sodium to boost the European battery industry**

**03.27.20**

NAIMA project launched its new website to unveil its vision for the future of sodium-ion batteries in Europe. The project partners have three years to achieve their multiple objectives.

When the European Union counts for 3% of world battery production, Asia counts for 85%. In a world where energy transition is a key issue and where geopolitics is more than ever uncertain, the Union wants to develop on its territory a strong battery industry that will be able to meet its energy storage needs.

Rather than engage itself in a losing battle in the field of Li-ion batteries against its Asian competitors (China, Japan, Korea, etc.), the Old Continent tries to set up a complete and autonomous industry of sodium-ion batteries. The technology behind those batteries was partially developed by the [I2size teams](#) and gave birth to the start-up [Tiamat](#) that now coordinates the European project NAIMA.

To learn more about sodium-ion technology:



**SODIUM-ION BATTERIES: advantage...**

18650 cells are commonly used to power electric vehicles and laptops.

NAIMA is a public-private consortium supported by the European Union that brings together 15 partners. Until November 2022, the working group will develop new chemistries and configurations for sodium-ion batteries to meet the needs for stationary energy storage (grid applications, industry and private household). Project partners will also think about a strategy to accelerate the deployment of a performing industry in Europe, which will meet all the criteria of sustainable development: eco-design, material and used battery recycling, reusing, circular economy...

NAIMA launched its website on March 25 to present its ambitions and the goal of its mission. To find [here](#).

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2020 A review on current anode materials for rechargeable Mg batteries

2020 Effect of the electrolyte on K-metal batteries

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#### 7.2.10. Gestamp



**Gestamp** está participando en el proyecto europeo **Naima** para el desarrollo de una nueva generación de batería de ion sodio para acelerar la transición energética a un sistema seguro, sostenible y competitivo, como parte del programa **Horizon 2020**.


**Nuestra aportación al proyecto:**

"Supervisará la validación de las baterías para aplicaciones industriales a gran escala y participará en la definición de especificaciones a nivel de batería de acuerdo con el rendimiento necesario".

**New Na-ion cells to**



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## Institute of Chemistry in EU Na-ion Battery Development Acceleration Plan

By Neža Lotšek, 22 Jan 2020, 18:35 PM [Made in Slovenia](#)





Image: Wikimedia Commons, CC BY 3.0



Neža Lotšek

The National Institute of Chemistry reported last week that it has acquired a new European project, NAIMA (Na-ion materials as essential components to manufacture robust battery cells for non-automotive applications), in which it will participate as a partner in the development of new sodium-ion batteries.

The NAIMA project aims to demonstrate the cost efficiency and robustness of sodium-ion batteries and prove them to be one of the best alternatives to the current lithium-based systems of energy storage. The new energy storage solutions would address the current problems of lithium-ion batteries, mostly produced in Asia, and allow for the localization of the entire chain of production. The main problems with lithium-ion batteries are in the scarcity of materials and sometimes safety, when flammable electrolytes are used in high energy density appliances.


The new EU-funded NAIMA project was kickstarted in Amiens, France and awarded a Horizon2020 programme grant of almost €8 million by the European Commission. The duration of the programme will be 36 months, having started December 1, 2019.

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The project will test six prototypes of Na-ion batteries in three different business scenarios. These scenarios will provide concrete evidence of the technology's competitiveness in three real-world settings – renewable production, industry and households.




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ETIP SNET

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NAIMA

20/07/2020

# #DOTEU Awards: Last chance to VOTE

ETIPSNET, Pre-HLB, Data Market Services, and NAIMA are competing among the best websites with the.eu extension. Why not take a look and support your favourite?

f t in

The .eu Web Awards is an online competition, launched in 2014, designed to acknowledge the best websites, using the .eu, .eao or .eu extensions, in five dynamic categories. ZABALA presents you the nominees in this year's edition. Support us now!

## Zabala's nominees:

In the category Better World which is represented by green initiatives and environmentally-friendly organisations, NAIMA Project is competing.

## VOTE FOR NAIMA

Representing pan European projects, ETIPSNET, is a nominee in the Laurels category.

## VOTE FOR ETIP SNET

Pre-HLB is also competing in the Laurels category.

## VOTE FOR PRE-HLB

Data Market Services has been nominated in the category the Rising Stars which represents start-ups.

## VOTE FOR DMS

## About the Web Awards

The voting period runs from 1 April until 5 August 2020. The 3 eligible websites under each category with the most votes will become the 2020 .eu Web Awards finalists. The finalists will be revealed on 1 September 2020 and winners will be announced at the Gala on 18 November.



### 7.2.13. Cordis Wire



## NAIMA Project has launched its presentation video

NAIMA's presentation video has been created to acknowledge all the benefits for society that are related to the project.



NEW PRODUCTS AND TECHNOLOGIES



© Carla Sala

NAIMA Project (Na-Ion materials as essential components to manufacture robust battery cells for non-automotive applications) has launched its newest presentation video, an audiovisual work that communicates the main objectives of the initiative backed by the European Commission's Horizon 2020 Programme with a graphic design revolving around energy.

The video, which is available to watch in the Home of the website or the YouTube channel, has been created to acknowledge all the benefits for society that are related to the project, such as the development of Sodium-ion battery cells to enhance the energy storage in Europe.

This video illustrates the two different configurations of enhanced Sodium cells that NAIMA Project will develop for high power and for low cost energy, and why it is crucial to create a new industry capable of ensuring the production and supply of 100% European batteries, including the raw materials, to cease the Asian dependency.

The production follows the graphic image created for the project, in which the energy is the point that connects all the elements. It also has a clean iconography that allows it to be more dynamic and the animation's movements are soft and clean. Finally, the transitions were thought to fusion each concept making it a more understandable video.

NAIMA Project is led by a consortium formed by key actors of the energy sector that will test its advances in 3 multi-scale Business Scenarios to provide solid evidences about the competitiveness of its technology, in three energy storage systems environments (ESS): renewable generation, industry and private household.

## Contributor

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23 December 2019

## 7.2.14. Cordis Wire

### New Na-ion cells to accelerate the European Energy Transition

The NAIMA project aims to develop a new generation of high-competitive and safe Na-ion cells for the current and future energy storage technologies



NEW PRODUCTS AND TECHNOLOGIES



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NAIMA "Na Ion materials as essential components to manufacture robust battery cells for non-automotive applications" is a Horizon 2020 Research and Innovation Programme project of almost 8 M€. The project started December 1st, 2019 and will last for 36 months.

The NAIMA project will demonstrate that two new generations of highly competitive and safe Na-ion cells developed and tested during the project are some of the most robust and cost-effective alternatives to unseat current and future Li-based technologies in dedicated storage applications, nowadays controlled by Asian industry. The Na-ion 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.

NAIMA brings together a strong and complementary consortium, including 15 partners from 8 European countries (France, Germany, Sweden, Bulgaria, Spain, Netherlands, Slovenia and Belgium); 5 being R&D organisations (CNRS, CEA, NIC, IHE, VITO), 6 SMEs (TIAMAT, BIOKOL, IEIT, GOLDLINE, ACC, ZABALA IC) and 4 large companies (EDF, GESTAMP, SOLVAY, UMICORE). The well-balanced and interdisciplinary profiles of the partners cover the entire battery value chain along with the diverse fundamentals R&D fields required in the project. Moreover, an international advisory board will be involved in the development of the project, so that the use cases developed become real business models.

Within the framework of the project, 6 SiB prototypes will be tested in 3 multi-scale Business Scenarios to provide solid evidences about the competitiveness of the technology in 3 real environments (renewable generation – EDF/France, industry – GESTAMP/Spain, and private household – GOLDLINE/Bulgaria).

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 Life Cycle Assessment (LCA) and Life Cycle Costing (LCC).

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The NAIMA project is the perfect opportunity to further develop a deep, fundamental and practical knowledge of Na-ion technologies in order to assess their potential in realistic environments and help bring them to a commercial reality. The possibility to source most of the materials of these batteries from within Europe fits well with the strategy and willingness of the European Commission and would help de-risking some of the key challenges with the value chain of Li-ion cells.

The context in the frame of Energy Transition

The EU is transitioning to a secure, sustainable and competitive energy system as laid out in the EC's Energy Union strategy. 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 non-dispatchable renewable generation requires a higher flexibility in the energy system, where the weight of much more decentralised installations grow day-to-day. In fact, the flourishing of a wide portfolio of renewable energy installations is allowing the deployment of large to small scale industrial electricity grids, and in an increased share of electricity produced in private households.

Just the availability of the raw materials of Li-ion cells is almost a "miracle". Under this scenario, the most robust non-Lithium alternative is the technology based on Sodium ion (Na-ion).

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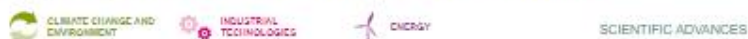
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## 7.2.15. Cordis Wire

### A circular economy plan to boost energy transition in Europe

The European Union has launched a strategy that settles circular economy as a priority. The plan includes a section about the batteries value chain.



© Carla Sala

Global consumption of materials such as biomass, fossil fuels, metals and minerals are expected to double in the next 40 years according to the Global Materials Resources Outlook to 2060 released by OECD. In addition, the World Bank's What a Waste 2.0 outlook says that annual waste generation is projected to increase by 70% by 2050.

These data reveal how crucial scaling up the circular economy from front-runners to the mainstream economic players is and how a decisive contribution it will make to decouple economic growth from resource use, while ensuring the long-term competitiveness of the European Union.

In this context, the European Union has launched a strategy that settles the circular economy as a priority for Europe. The main goal of the new Circular Economy Action Plan is to create a regenerative growth model that gives back to the planet more than it takes.

#### Boost Energy Transition

One of the sections of this ambitious plan is focused on the batteries value chain and their use to boost the electromobility across Europe. The elements specially considered in the document are: rules on recycled content and measures to improve the collection and recycling rates of all batteries, addressing non-rechargeable batteries with a view to progressively passing out their use where alternatives exist, and sustainability and transparency requirements for batteries.

R+D+i European projects play a crucial role to develop new technologies that help to advance in a circular economy plan for Europe. The NAIMA project, which has the mission to develop a new generation of Sodium-ion (Na-ion) based batteries to unseat the current Li-based technologies, is totally aligned with European goals to boost energy transition.

The NAIMA project (Na-ion materials as essential components to manufacture robust battery cells for non-automotive applications) is led by a consortium formed by key actors of the energy sector and will test its advances in 3 multi-scale Business Scenarios to provide solid evidences about the competitiveness of its technology in three energy storage systems environments (ESS): renewable generation, industry and private household.

The initiative is conceived to develop and test different configurations of enhanced Na-ion cells to satisfy the main ESS applications demanded by the end-users of the stationary energy sector.

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## 7.3. Press releases

### 7.3.1. New Na-ion cells to accelerate the European Energy Transition

<https://naimaproject.eu/new-na-ion-cells-to-accelerate-the-european-energy-transition/>



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## New Na-ion cells to accelerate the European Energy Transition

*The European project NAIMA aims to develop a new generation of high-competitive and safe Na-ion cells for the current and future energy storage technologies, supported by the key actors of the European Battery value chain*

Last month of December 2019, EU funded project NAIMA “Na Ion materials as essential components to manufacture robust battery cells for non-automotive applications” was kickstarted in Amiens (France). This project was awarded a [Horizon2020 programme](#) grant of almost 8 M€ by the European Commission. The duration of the project will be 36 months as of 1 December 2019.

The NAIMA project will demonstrate that two new generations of highly-competitive and safe Na-ion cells developed and tested during the project are some of the most robust and cost-effective alternatives to unseat current and future Li-based technologies in dedicated storage applications, nowadays controlled by Asian industry. The Na-ion 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

NAIMA bring together a strong and complementary consortium, including 15 partners from 8 European countries (France, Germany, Sweden, Bulgaria, Spain, Netherlands, Slovenia and Belgium): 5 being R&D organisation ([CNRS](#), [CEA](#), [NIC](#), [IHE](#), [VITO](#)), 6 SMEs ([TIAMAT](#), [BIOKOL](#), [IEIT](#), [GOLDLINE](#), [ACC](#), [ZABALA IC](#)) and 4 large companies ([EDF](#), [GESTAMP](#), [SOLVAY](#), [UMICORE](#)). The well-balanced and interdisciplinary profiles of the partners covers satisfactorily the entire battery value chain along with the diverse fundamentals R&D fields required in the project. Moreover, an international advisory board will be involved in the development of the project, so that the use cases developed become real business models.

The project is led by the French company [TIAMAT](#), which hosted the kick-off meeting in Amiens, and is specialized in the design, development and manufacture of sodium ion battery cells targeting fast charging, high discharge current applications in mobility and stationary storage sectors.

Within the framework of the project, 6 SIB prototypes will be tested in 3 multi-scale Business Scenarios to provide solid evidences about the competitiveness of the technology in 3 real environments (renewable generation – EDF/France, industry – [GESTAMP](#)/Spain and private household-[GOLDLINE](#)/Bulgaria).

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 fulfillment 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 Life Cycle Assessment (LCA) and Life Cycle Costing (LCC).

“The NAIMA Project is the perfect opportunity to further develop a deep, fundamental and practical knowledge of Na-ion technologies in order to assess their potential in realistic environments and help bring them to a commercial reality. The possibility to source most of the materials of these batteries from within Europe fits well with the strategy and willingness of the European commission and would help de-risking some of the key challenges with the value chain of Li-ion cells. [TIAMAT](#) is very proud and excited to be working alongside the best industrials and labs in Europe to deliver Na-ion as an alternative energy storage technology.”

#### The context in the frame of Energy Transition

The EU is transitioning to a secure, sustainable and competitive energy system as laid out in the EC's Energy Union strategy. 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 non-dispatchable renewable generation requires a higher flexibility in the energy system, where the weight of much more decentralised installations grow day-to-day. In fact, the flourishing of a wide portfolio of renewable energy installations is allowing the deployment of large to small scale industrial electricity grids, and an increased share of electricity produced in private households.



Just the availability of the raw materials of Li-ion cells is almost a "miracle". Under this scenario, the most robust non-Lithium alternative is the technology based on Sodiumion (Na-ion). 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.

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### 7.3.2. NAIMA Project's website has been nominated for Eurid Awards

#### NAIMA Project's website has been nominated for Eurid Awards

*The initiative competes in the Better World category*

*The voting process of the online competition is open until the 5<sup>th</sup> of August*

NAIMA Project's website has been nominated for the 2020th edition of **Eurid Awards**. The competition, launched in 2014, is designed to acknowledge the best websites using the .eu, .europa or .europa extensions in five dynamic categories: Leaders, Rising Stars, Laurels, House of .EU and Better World.

NAIMA competes in the Better World category, which is for websites that represent green projects and environmentally friendly organisations.

According to the organizers, the main goal of these awards is to enhance the visibility of hundreds of beautiful, innovative and impactful websites, which are created to disseminate and communicate the achievements of the European research and development projects.

The Eurid Awards voting process opened on the 1st of April and it will be running until the 5th of August. Anyone can participate and vote for free to the nominees through [the website](#) of this online European competition.

Once the voting process is closed, the 3 nominees with more votes will become the finalists of the current Edition. The fortunate ones will be announced on the 1st of September and they will become candidates to the final prize that includes a billboard advertising campaign or a customised video.

This nomination represents a recognition for NAIMA Project (Na-ion materials as essential components to manufacture robust battery cells for non-automotive applications), an initiative aimed to the development of Sodium-ion battery cells for industry, household and renewables sectors to unseat the current Li-based technologies, nowadays controlled by Asian industry.

The project, backed by the European Union's Horizon 2020 Programme, is led by a strong and complementary consortium, including 15 partners from 7 European countries.

The interdisciplinary profiles of the partners offer an appropriate balance covering the entire value chain and diverse fields required in the project.

Do not hesitate, vote for us, and help us to accelerate European energy transition!