## Deliverable Information

<table>
<thead>
<tr>
<th>Related work package(s)</th>
<th>WP 6</th>
</tr>
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<td>M3</td>
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<tr>
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</tr>
<tr>
<td>Author(s)</td>
<td>Nicolas von Drachenfels (TUBS), Laura Jess (TUBS), Konrad Bendzuck (TUBS), Philippe Jacques (EMIRI)</td>
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<td>Technische Universität Braunschweig (TUBS)</td>
</tr>
<tr>
<td>Contributing participants</td>
<td>EMIRI</td>
</tr>
<tr>
<td>Estimated person months used</td>
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### Project Information

<table>
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<td>Project call</td>
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<tr>
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<tr>
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Executive Summary

As a Coordination and Support Action, the LiPLANET project requires constant and effective communication to its stakeholders. Therefore, LiPLANET has elaborated a dissemination strategy that includes a detailed plan of communication activities on a variety of physical events as well as communication through the project’s own channels, such as newsletters, social media, and the project website.

In order to be able to proceed with these activities, a variety of communication and dissemination materials have been developed that are presented in this report. Each material is based on the visual identity that has been developed to represent the fundamental ideas of LiPLANET. The logo represents both components most relevant to LiPLANET: the focus on batteries and the European network. The selected colour scheme underlines the European scope of the network as well as the focus on technology that improves the environmental performance of batteries.

This deliverable report explains the different types of materials, from simple Word and PowerPoint templates to the elaborated website. The ideas behind the design and content of each dissemination material is explained and presented to the reader. In order to get a full picture of the dissemination strategy, the deliverable report D6.1, which outlines the “communication and dissemination plan” should be read together with the present report on “communication and dissemination materials”. In the former, it is explained how the materials will be used for each occasion and target group in order to reach the goals of the dissemination activities.
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1 Introduction

1.1 LiPLANET in brief

The overall objective of the LiPLANET project is to set up a European network of research pilot lines for lithium battery cells. The network aims to create a European innovation and production ecosystem and reinforce the position of the European Union (EU) in the Lithium battery cell manufacturing market. In this regard, it plans to build a more competitive Lithium battery cell manufacturing ecosystem and increase the production of Lithium battery cells towards industrial scale, by bringing together the most relevant European Lithium battery cell pilot lines and the main stakeholders of the battery sector. The project LiPLANET lays the foundation for establishing this network during the two-year project runtime. This network allows exploiting synergies between pilot line operators, identifying knowledge and equipment gaps, organizing joint trainings, as well collaborating with industry and academia, and facilitating the access to market for its stakeholders.

For this purpose, different activities are followed throughout the project:

- mapping of the European Li-ion cell pilot lines and implementation of a network,
- creation of a standardized legal framework and a data exchange platform for the cooperation between industry, academia, and pilot lines,
- conducting of round-robin tests to compare qualification methods,
- development of a roadmap for joint strategies of the network towards industrial scale battery cell production in Europe.

1.2 Scope and objective of this deliverable

The present deliverable describes the physical and virtual means for the communication of information regarding the project content, events, and results. The report is closely developed together with the deliverable D6.1 report of the communication and dissemination strategy. It is recommended to read both deliverable reports together in order to understand how the dissemination materials are being used.

This deliverable aims at explaining in detail the materials that have been developed for dissemination. At the core of every communication material on LiPLANET lies the visual identity, that represents the fundamental ideas of the network, which is explained in this report. The objective of the visual identity is to develop common representation of the network and to establish a brand that can always be identified by the targeted audience. Based on the visual identity and the project logo, a variety of physical and virtual communication means have been developed, such as MS Word and MS PowerPoint templates, a project information leaflet, a standard presentation, project social media and of course the project website. All materials and channels will be explained and presented in detail in this report. How the materials will be used and which target groups they are dedicated to is content of deliverable report D6.1.
2 Dissemination Materials

In the following chapter, all materials that will be used for the dissemination of the activities are presented. The materials reflect a common visual identity that has been developed in the first three months of the LiPLANET project. All materials will be used for the funded project LiPLANET and furthermore for the network that will be implemented during the project runtime. The materials have been developed in accordance with the European Commission’s guidelines\(^1\).

2.1 Visual Identity and Project Logo

For the LiPLANET project and network, a visual identity has been developed together with a design office in Braunschweig, Germany. Within the core of the visual identity is the logo for LiPLANET, which consists of a text component and an image component in the designated color set for LiPLANET.

The logo is shown in figures 1 and 2. The image component of the logo illustrates the main elements of LiPLANET. The “i” in LiPLANET is stylized as a battery to indicate the relation of the project to the field of batteries. In the background of the logo, the network is represented as a connection of knots in a circle. Furthermore, the circle resembles the stars of the European Emblem and emphasizes the significance of Europe for the network. The text component of the logo is a clear and easily legible version of LiPLANET. The selection of the text coloring makes it easy to identify the characters “Li”, which stand for Lithium. The openly available font “HandelGothic” is used within the Logo. However, the letter “E” has been slightly adapted from the original font in order to better resemble the same curved shape of the letter “L”.

The color scheme consists of blue, green and grey. The blue is similar to the blue used in the European Emblem and represents the European scope of the project. The green represents the environmental aspect of the project, since one of the central aims of the network is to promote work on energy and resource efficient production processes. The logo can be used with or without the background network image, depending on the intended use case and the available space. The

\(^1\) https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en
palette of colors is enhanced by a range of consistent and matching colors. The colors are shown in figure 3 with their Hex, RGB and CMYK values.

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Figure 3. Color scheme for visual identity

2.2 Templates

A set of templates has been developed and made available to all project partners. The templates cover Word and PowerPoint files and can be used for reports, deliverables, meeting minutes, conference contributions, and presentations. The templates are important as a basis for all materials that are created and distribution by the project, since they transmit the visual identity of the network. In addition, they are part of the professional appearance of the network in public.

2.2.1 Presentation Template

For the extensive presentation activities, a template has been provided to all project partners. The template as presented below in figure 4 can be used for any LiPLANET presentation.

Figure 4. LiPLANET Template for PPT slides

2.2.1 Word Template

A word template for project reports has been developed, for example to use for deliverable reports. The template can be further adapted for any kind of word document (e.g. letter, meeting minutes, official communication, etc.). The template is reported in figure 5.
Figure 5. Word template
2.3 Project Presentation Slides

A set of project presentation slides has been developed that includes the project motivation, a brief introduction of the project’s goals, the LiPLANET structure, and the participating consortium members. The slides have been designed to inform the public about the project activities, the steps in establishing the network and how to get in contact with LiPLANET. Hence, the slides contain all relevant information at this early stage of the project and network. As the project is advancing, the slides will be updated periodically. Specifically, as the design of the network becomes more elaborated, the results will be included in the project presentation slides. The current version of the presentation slides is attached as Annex A.

2.4 Project Leaflet

A project leaflet is produced that can be shared during events with participation from LiPLANET partners. A detailed list of events which LiPLANET partners plan to attend in the upcoming two years is developed as part of the communication and dissemination plan D6.1. The leaflet shows similar information as the project presentation slides in order to promote consistent information about the network. It is designed as a 6-page folding leaflet in DIN A6 format. The content of the project information leaflet is shown in figures 6 and 7.

![Figure 6. Project leaflet front side](image-url)
2.5 Project Poster/ Roll-Up

The project will be presented on various events as talks (with presentations), but also as poster presentations in combination with roll-ups. The posters and roll-ups will be adapted depending on the type of event that they will be presented. This leaves space for a target group oriented dissemination. The template framework as shown in figure 8 serves as an example and will be further adapted according to the specific requirements of the attended event.
2.6 Project Social Media

One of the communication channels frequently used is social media. The most relevant networks for the dissemination of project activities were identified as Twitter and LinkedIn. Deliverable report D6.1 on the communication and dissemination strategy explains how the different channels will be used to maximize the impact of the communication activities in section 3.4.2. Accounts for these
Platforms have been set up for the further use following the communication plan. The social media accounts can be reached via:

- LinkedIn: liplanet (linkedin.com/company/liplanet)
- Twitter: @Liplanet_EU (twitter.com/LiPLANET_EU)

### 2.7 Project Website

The LiPLANET website will be the center point of broad communication and be used as the main tool for dissemination during the lifetime of the project and the network. This site includes information about the project itself and its contribution towards building the network. Furthermore, it will include news items, events, contact information, links to social media, and the project key results, for example the road mapping activity, will be presented on the LiPLANET website in order make them accessible to all stakeholders. The website will serve to offer added value to all visitors, such as relevant publications, pilot line profiles, training videos, newsletters and links to relevant other partners, projects and events. How each of the sites targets the visitor groups is explained in more detail in report D6.1 under section 3.4.2.

The website was built by TU Braunschweig and initially launched on 26.1.2020. A relaunch was performed to include more content and to represent the updated visual identity on 31.3.2020. The website’s content will be continually developed and complemented by available project results. The website is designed to be easily maintained throughout the project runtime and specifically for the time after the European funding. TU Braunschweig is responsible for maintaining and coordination of content for the website. It can be reached via www.liplanet.eu.

Figure 9 below shows the top/second-level sitemap of the website that will be gradually implemented as soon as the content becomes available. The sites will contain different information as summarized below:

- **About us**: This area is dedicated to inform about both, the LiPLANET project and the resulting LiPLANET network. It will inform in detail about the objectives of the project as well as the network and how these objectives will be achieved. It will provide an overview of the tasks within the project and how the outcome will be used for the network. Further sites about the project core consortium members and how to contact us will be added. As LiPLANET is embedded within a variety of initiatives and activities, we will provide an overview of our position within these initiatives.
- **Network**: When the network is set up, the network structure and the participating pilot lines will be presented. The results of the mapping activity in WP1 will be presented here.
- **Newsroom**: The newsroom presents all news regarding the LiPLANET network, such as press releases, newsletters, or reports. We will make the project information available for download via this site (e.g. logos, project information leaflet, public deliverables, etc.)
- **Events**: Here we promote the events in which LiPLANET will participate and collect events that are relevant for the work within LiPLANET. This site also gives us the opportunity to address events that will be organized by LiPLANET.
- **Education**: Approaching the end of the project, this section will be filled with training videos and information materials that will be developed in WP6.
- **Roadmap**: This site contains the results from the roadmapping work package and will be elaborated once the content is available for distribution.
- **Restricted Area (Log In)**: The website will serve as a gateway to the data exchange platform for network members. This is reached through a designated area that is accessible only to the network members after an authorization step. Elements, such as data records, templates and the data exchange platform will be accessible through the area.

*Figure 9. LiPLANET Website sitemap*
3 Annexes

3.1 Annex A – Project presentation slides

Our motivation for setting up the LiPLANET network of research pilot lines for lithium battery cells

Why setting up the LiPLANET network:

- The need for a **competitive European knowledge** in battery technology and battery cell production has lead to many non-industrial pilot lines recently established all around Europe.
- Alone, each pilot line can hardly keep up with the advancements of battery cell production, particularly in Asia.
- In order to **maximize the benefits of European battery** related efforts, mutual exchange of data, expertise, and access rights between these pilot lines is crucial.

**Our vision:**

Europe benefits from a powerful innovation and production ecosystem built upon a strong network of research pilot lines for lithium battery cells that...

- ...connects R&D battery cell pilot lines all around Europe,
- ...is inclusive towards industrial and non-industrial stakeholders,
- ...establishes the competencies, value chains, and unique selling propositions, powering the development towards industrial scale production of lithium battery cells.
The LiPLANET project lays the foundation for the creation of a sustainable network

**LiPLANET project**
- A core consortium of 8 partners setting up the network, lead by TU Braunschweig (Prof. A. Kwade)
- A 2-year Coordination and Support Action (CSA) funded by EU under Horizon 2020
- A project running from 01/2020 to 12/2021

**LiPLANET network**
- Is the one-stop shop for the development of sustainable batteries and manufacturing technology
- Is operating with a sustainable, non-profit business model to provide a benefit for all stakeholders

The objective of the LiPLANET network of research pilot lines for lithium battery cells is to create a European innovation and production ecosystem

Map the European R&D battery cell pilot lines

- Create inventory of pilot lines, technologies, scales & expertise
- Conduct round-robin tests to compare qualification methods
- Issue recommendations to policy makers
- Promote the network activities

Identify skills and equipment gaps

- Develop a roadmap for the network to support European industry
- Promote mutual data and knowledge exchange between network members
- Provide training materials

Define a standardized legal framework for network members
The LIPLANET project is steered through a Project Management Board, supported by an external Advisory Board. The board consists of one representative from each partner. Project Management Board (PMB):

- WP 1: Mapping of the Pilot Lines
- WP 2: Delivery of a data exchange platform and standardization of legal framework
- WP 3: Implementation of the network
- WP 4: Definition and execution of the round-robin test on cell manufacturing
- WP 5: Elaboration of the roadmap
- WP 6: Dissemination, communication, and training

LIPLANET will be established in coordination with existing initiatives at national and European level.
The LiPLANET project core consortium at a glance
Contact us for more information on the project and network activities

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D6.2 | Communication and Dissemination Materials