SALIENT
Safer, Lighter, Circular, Smarter

» DELIVERABLE D7.1

Plan for Dissemination and Exploitation of Results (PDER)

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PROJECT INFORMATION

Project information	GA No. 101069600 **"Novel Concepts for SAfer, LIghter, Circular and Smarter VehiclE Structure DesigN for Enhanced CrashworThiness and Higher Compatibility"**
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Coordinator	CTAG (Spain)
Project website	https://www.salient-project.eu/

DELIVERABLE/REPORT INFORMATION

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Contributors	ETE
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TRACK OF CHANGES

Version	Date	Author	Description
V0.1	07 November 2022	Friederike L. Kühl	First version of PDER
V1.0	30 November 2022	Friederike L. Kühl	Implementation of comments and clarification of KPI terminology
V1.1	26 July 2023	Friederike L. Kühl	Implementation of requested changes by the Project Officer.

DISSEMINATION LEVEL

Abbreviation	Meaning	
PU	Public, fully open (Deliverables flagged as public will be automatically published in CORDIS project's page).	X
SEN	Sensitive, limited under the conditions of the Grant Agreement.	

1. EXECUTIVE SUMMARY

Within the scope of the SALIENT (Novel Concepts for Safer, Lighter, Circular and Smarter Vehicle Structure Design for Enhanced Crashworthiness and Higher Compatibility) Project, Work Package 7 – Dissemination, Exploitation and Communication is intended to ensure the widest possible outreach and collaboration with Project results and findings. The activities developed under this Work Package support the communication and dissemination process, by enabling an effective promotion of the Project to the automotive industry, policy makers, academia and other relevant stakeholders.

The aim of the Communication Plan is to set clear guidelines of the respective strategies and define its main activities throughout the Project. Its result is a roadmap, which can serve all Project partners to ensure maximum visibility and create synergies beyond the Project consortium. This roadmap is to be updated on a regular basis to serve as the main reference document for any communication or exploitation activities throughout the entire Project:

Table 1 - All WP7 SALIENT deliverables

Activity	Deliverable	Publication Month	Responsible
Communication & Dissemination	D7.1 – PDER 1.0	3	ETE
	D7.2 – Visual Identity Kit	3	ETE
	D7.3 – PDER 2.0	6	ETE
	D7.4 – Dissemination and exploitation activities (Year 1)	12	ETE
	D7.7 - Dissemination and exploitation activities (Year 2)	24	ETE
	D7.11 - Dissemination and exploitation activities (Year 3)	36	ETE
Exploitation	D7.5 – Exploitable results and exploitation activities (Year 1)	12	BAX
	D7.8 - Exploitable results and exploitation activities (Year 2)	24	BAX
	D7.10 – Standardization activities	36	IDI
	D7.12 - Exploitable results and exploitation activities (Year 3)	36	BAX
	D7.13 – Market acceleration assessment and mapping business opportunities	36	ETE
Liaison	D7.6 – Liaison report (1rst ver.)	15	BAX
	D7.9 – Liaison report (final version)	36	BAX

The main Project activities covered by this deliverable are:

1. Communication and dissemination methodology;
2. Project target audience;
3. Preliminary editorial plan to schedule activities;
4. Definition of KPIs and subsequent strategy to measure the impact and adequacy of the activities.

At the same time, a Visual Identity Handbook (VIH) is published (D7.2), which offers a practical guide and templates to homogenise all communication activities, both internal and external. It defines the written and visual identity of the Project and sets out requirements for the layout and contents of, among others, written reports, use of logos and the delivery of presentations. It also contains the final project logo, which is to be used throughout the entirety of the project duration.

Furthermore, the SALIENT online platform (website), social media channels and some first dissemination materials are conceptualised, reviewed and launched.

Finally, a list of relevant external events is assembled and a coordinated approach to attending these events is defined. The rationale is to ensure that the SALIENT Project partners are informed of upcoming events in due time and their participation is encouraged, so the consortium presents insights, conclusions and challenges to platforms external to the consortium.

2. COMMUNICATION AND DISSEMINATION METHODOLOGY

SALIENT is a Research and Innovation Action (RIA) co-funded under the Horizon Europe framework programme of the European Commission (EC) under Grant Agreement Number 101069600 and co-funded under the United Kingdom's Research & Innovation (UKRI) fund under Horizon Europe Guarantee Number 10047227.

Although many different solutions have been tested and implemented across Europe, the concept of a lightweight, circular and smart design of vehicle Front End Structures (FES) has not been made possible to this day. The idea behind the SALIENT Project is to

1. Increase the safety of vehicles by taking into account future crash scenarios, including mixed traffic with Automated- and Semi-Automated Vehicles (AVs & SAVs);
2. Reduce the weight of FES and therefore improving the overall environmental driving performance of vehicles;
3. Introduce recycled or composable materials into the vehicle design to contribute to circular economies and reduce the CO_2 footprint of vehicles;
4. Sensorize FES to render them smart and anticipate the angle, severity and cause of crashes before they happen to trigger an automated chain of protective measures, tailored to the crash impact.

To achieve this truly innovative and revolutionary product design, SALIENT will produce a set of different design patterns, which will be tested and validated both virtually through simulations and physically through a set of crash tests. A wide replication across the entire European automotive industry is the target of the project.

In this context, the PDER secures the undertaking of well-performing activities within a comprehensive and fixed (but flexible) calendar, which is based on:

1. Definition of a common communication and dissemination strategy, and
2. Correct targeting of audiences.

As a result, the PDER will be a reference document for all partners involved in ALIENT. It will be regularly updated to allow partners to follow the work progress, and to clearly evaluate the communication and dissemination priorities and the efforts to be enhanced.

The Plan follows the REACH methodology (**R**ational means, **E**nabling environment, capacity and ownership, **A**ddressed communication, awareness, prevention, **C**lear strategy and processes, **H**olistic meaning, purpose) to ensure the maximum outreach and impact possible. The effectiveness of this methodology can be assessed using a simple table, where Key Performance Indicators (KPIs) are defined and monitored in detail. Any deviations from the initial baseline can be reported in the final report at the end of the Project and during the annual General Assemblies.

Furthermore, some general yet ambitious principles are being followed throughout the entirety communication and dissemination work. These principles ensure that all activities do not only reach as many audience recipients as possible but that the information is presented adequately for them and therefore the information is easily accessible and exploitable:

Table 2 - SALIENT communication and dissemination principles

Principle	Activities
User-Orientation	SALIENT Deliverables are designed, produced and circulated within different target groups to ensure any recipient only receives relevant information.
Open	SALIENT is open to incorporate external ideas into its dissemination activities. This includes establishing links with other European initiatives and stakeholders and sharing any insights or learnings freely, by rendering them accessible to anyone.
Comprehensive	The declared target of SALIENT deliverables is to address all types of automotive industry stakeholders as well as the general public. They deliver enough information to allow insights to be exploited directly by anyone and offers all learnings as well as their implications at once.
Adapted	A "smart approach" takes into consideration the specific interests and existing knowledge base of different target groups and to adapt the messages and communication channels accordingly. This ensures that anyone, no matter their familiarity with the topics at hand can easily comprehend and use the Project results.
Global	Although the key target of SALIENT are European automotive stakeholders, a global outreach is desirable and can be achieved by exchanging with non-European initiatives and organisations. This can also help in exporting important insights to less-favoured world areas.

In line with these principles, it is important to keep in mind that almost all information related to the communication as well as the dissemination of Project results consists of encultured knowledge, which means that it contains novel insights while representing a collective endeavour from an organisational point of view. In light of this, any activity should also align with one of two different strategies, which have been identified as appropriate for the SALIENT Project: integration for the implementation of functional knowledge acquired during the course of this Project and transfer through exploiting existing knowledge in a new context (Tidd & Bessant, 2009).

Furthermore, considering a process model of knowledge management for innovation, it is subsequently possible to identify some concrete guidelines, which are relevant for the SALIENT Project and need to be kept in mind during the design and execution of communication and dissemination activities (Tranfield, Young, Partington, & Bessant, 2006):
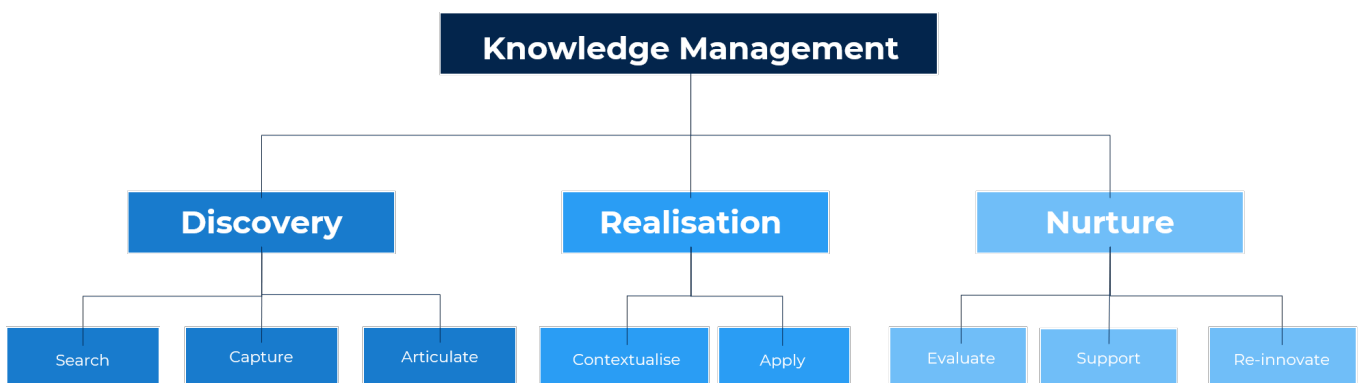

Figure 1 - Knowledge management for innovation (Source: Tranfield, Young et al, 2006)

It should also be noted that it is crucial to incorporate megatrends such as sustainability, automation, privacy and IoT into all communication and dissemination activities to ensure a high attractivity of the content and achieve a good engagement rate.

Finally, since all activities take place in countries with different languages, all content is available in English first, while some dissemination materials could also be translated into the local languages of the consortium (namely Estonian, German, Italian, Spain, Turkey).

2.1 COMMUNICATION PLAN

Communication activities consist of targeted measures to promote all Project activities and proceedings to the general public and society as a whole. It is supposed to demonstrate how the Project tackles societal challenges and should therefore be easy to understand for anyone. The activities carried out under this Plan also serve to demonstrate how SALIENT has achieved more than other initiatives and how the outcomes of the Project as relevant to citizens' everyday life. Communication activities are usually quite broad and ensure that internal highly-complex and specialised debates or findings are communicated in a straight-forward manner, which attracts as large of an audience as possible to ensure wide recognition and awareness of the Project (European Commission, 2014).

Figure 2 - Guidance on communication (Source: European Commission)

2.1.1 SALIENT online communication materials

Several different digital communication channels have been created to share information on SALIENT and its ongoing activities and resulting insights across the Project's different phases (literature review, conceptualisation, simulations, design, validation & testing and exploitation). Each of these channels has a slightly different focus, depending on the expected audience of each outlet.

It should be noted that all online communication materials in this Project consist of one-way communication via a mass medium. Although citizens, stakeholders or city workers have the option to communicate via email or via a private direct message on social media with the SALIENT team, the idea is to establish a strong presence by publishing information on the

channels. Collaboration with partners or members of the European or international organisations and associations are envisioned as well.

2.1.1.1 SALIENT newsletter and bulletin

A dedicated e-Newsletter is created and maintained, called '**SALIENT In Action**'. The Newsletter is published to the website every month and it is also consolidated into a quarterly bulletin. It targets some target audience groups specifically as shown in but overall, it can be considered of interest for all target audience groups. During the first few weeks and months of the Project, the Newsletter is promoted heavily to receive as many registrations as possible for it.

2.1.1.2 SALIENT social media accounts

Several social media channels have been established, namely an account on the social network Twitter (SALIENT Twitter Page), on the professional social network LinkedIn (SALIENT LinkedIn Page) and the video sharing platform YouTube (SALIENT YouTube Channel). The later channel also serves in rendering recordings of internal meetings available to WP partners, without publishing them to the wider public. In order to ensure the best possible coordination, a detailed inventory of all consortium partners' social media presence has been created and all accounts have been linked by following each other.

These social media outlets are especially well designed to not only publish information for end users and citizens but also to interact with them in a more engaging way. While Twitter and YouTube are more targeted towards the general public, LinkedIn is a good network to interact with academics, researchers, students, engineers, product designers and experts. All channels are to be managed on a regular basis by the WP7 coordination. A member of staff checks for related content of stakeholders or related projects to engage with and shares, likes or publishes content on a regular basis.

2.1.1.3 SALIENT website

To reach a wide range of citizens, a dedicated project website (SALIENT Project Website) has been launched; special attention has been paid to display the structure of the Project and to providing an overall good readability:

1. **Homepage**: The homepage contains a summary of the Project, its main objectives, and some key information. As on all pages of the website, visitors can also find links to the Project's social media accounts, other pages of the website as well as a form to sign up to the 'SALIENT in Action' bulletin and the obligatory EC funding disclaimer.
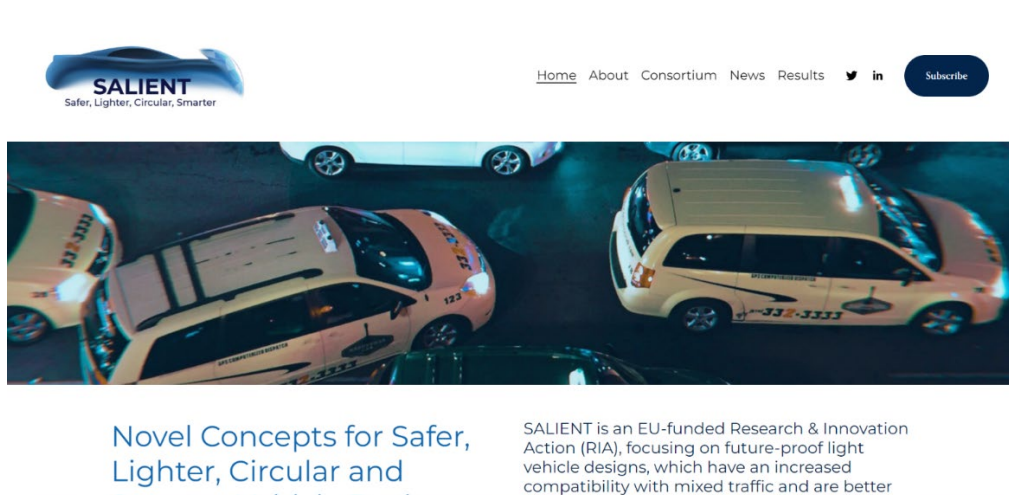
Figure 3 - SALIENT website homepage

Figure 4 - SALIENT bulletin registration and EC funding disclaimer

1. **About**: On the top of the About page, several questions (What? Where? When?) are answered and key information, such as the duration and the support received from the European Commission, are displayed. All Project Objectives are represented, including a more detailed description of how they will be reached.
2. **Consortium**: This page contains a map, highlighting the diverse locations of all consortium partners as well as a complete display of all of their logos with links to their respective institute websites.
3. **News**: The news page contains a built-in blog, in which the consortium can publish its own newsletter monthly. reports on any ongoing activities. It can contain announcements, calls for collaboration or minutes to large consortium meetings. Eventually, the blog can also serve as an archive.
4. **Results**: This last page contains a list of all project deliverables as well as their submission dates. Once the deliverables have been approved by the European Commission, they can be downloaded in this section. Furthermore, all additional information, such as published datasets, dissemination materials or other public materials will be made available here for download.

2.1.2 SALIENT offline communication materials

Within the project duration, a set of **posters, postcards and flyer**s will be designed and distributed. Their content will focus mainly on two target audience groups, namely industry leaders and academics.

They will be updated once towards the end of the project to contain more concrete information on the project results, outcomes and overall impact.

2.1.3 SALIENT events

Some SALIENT partners will host some own events, including workshops (training packages) both for their own personnel (in the case of CTAG and UNN), but also to external experts and guests. These workshops will be split in **5 distinct workshops**, which will be offered to a total of 150 professionals and academics outside of the project consortium.

Also, CTAG will host a final fair at the end of the project to showcase the project results to a wider public, including also media outlets and the automotive industry.

2.2 DISSEMINATION PLAN

Differently from communication work, dissemination activities focus rather on the coordinated distribution and the release of results and conclusions of the Project to potential users. These activities aim at promoting and spreading awareness and at enabling other stakeholders, public, academic and commercial, to make direct use of the findings for their work and services. The goal of dissemination is the exploitation of the Projects' results (European Commission, 2019).
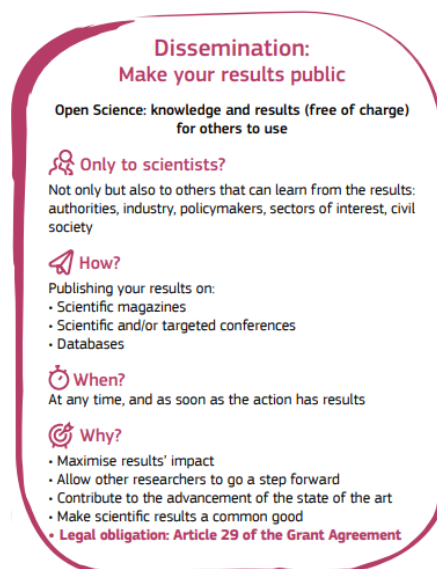

Figure 5 - Guidance on dissemination (Source: European Commission)

Although many of the tools and activities in the previous section are also going to be used for dissemination of Project results (e.g., the Results page on the SALIENT website or the off- and online materials), some WP7 activities are solely focused on dissemination.

The main target of the Dissemination Plan is to enable other stakeholders by providing them with any relevant information to act as follow-up actors and adopt, modify and implement as many of the tested designs and project results as possible. The final goal is to establish SALIENT designs and research outcomes as a new European standard for the entire automotive industry, spanning beyond brands or national borders. Beyond this, SALIENT has the ambition to also have an impact on the worldwide market and design of new vehicles.

2.2.1   External events

A range of external events will be attended, which are of different nature and include different target audience groups:

- **Scientific conferences:** Presentations and attendance for at least 8 distinct conference editions;
- **Trade fairs & specialised events**: at least 10 events are to be attended to widen the network of the consortium and lobby for the new FES concept of SALIENT to a minimum of 100 persons of the automotive industry.

2.2.2   Scientific publications

At least 7 **papers** will be submitted and published in scientific journals, where they also undergo peer-review. These journals are identified within the next version of the PDER (in M6 of the project). Especially scientific and academic partners (like UNN, FRA, CRF or CID) are expected to submit such papers.

3.   PROJECT TARGET AUDIENCE

In order to design the best possible communication strategy, it is first important to define the target audience of SALIENT activities and findings as closely as possible. The audience can be easily split into **5 different groups** to gather a better overview of the relevant target audience groups.

Table 3 - SALIENT target audiences and targeted actions

Audience Level	Stakeholders	Communication Action
Governmental	Policy makers, governmental bodies, standardisation bodies	- Website; - Scientific publications; - Events & conferences; - Workshops; - Trade media publications.
Industrial	Professional workers (designers, engineers, product designers),	- Website; - Scientific publications; - Events & conferences; - Workshops / training packages; - Secondments;

		• Design practices; • Newsletter & bulletin; • Press releases.
Academic	Post-doc researchers & scientists, engineers, students, scientific society at large	• Website; • Scientific publications; • Events & conferences; • Workshops / training packages; • Secondments; • Trade media publications; • Design practices; • Newsletter & bulletin.
Commercial	International experts, material engineers, manufacturers	• Website; • Workshops / training packages; • Secondments; • Newsletter & bulletin; • Video-clips; • Social media campaigns; • Press releases.
Public	General public according to socio-economic groups & level of understanding	• Website; • Newsletter & bulletin; • Video-clips; • Social media campaigns; • Press releases.

Keeping both the target audience groups as well as the general aims of communication activities in mind, the communication plan and its eventual evaluation permit to correctly estimate the overall impact of the entire Project on the general public.

4. PRELIMINARY EDITORIAL PLAN

All these actions can be summarised in one comprehensive **editorial calendar**, covering the upcoming 12 months. This editorial calendar should be revised yearly to plan all activities for the following 12 months until the end of the Project. It details potential publishing dates for news articles, newsletters, social media posts or events:

Table 4 - SALIENT editorial year 1

Year	2022				2023							
Month	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Project month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Media publications		X										
Press release			X									
Bulletin				X			X			X		
Dissemination materials						X						
Video clip									X			

The number of releases and in the case of Twitter the sharing of other accounts' contents has been predefined.

5. COMMUNICATION AND DISSEMINATION KPIS

The project Key Performance Indicators (KPIs) serve as a quantitative means to measure the total outreach and success of communication and dissemination actions, which have been attributed to distinct target groups (see section 3):

Table 5 - Communication and dissemination KPIs

Activity	KPIs (in absolute numbers)	Factor
Website	Visits/quarter	≥ 1,000
	Downloads	≥ 100
Scientific publications	OA journal papers	≥ 7
Events & conferences	Presentations at conferences	≥ 8
	Fairs and key market events attended	≥ 10
In-house workshops	Researchers/engineers attending	≥ 250
Exhibitions	Contacts in automotive sector	≥ 100
	Policy initiatives	≥ 5
Secondments	Knowledge transfer for industrialists	≥ 6
Workshops (training packages)	Workshops	≥ 5
	Attendees	≥ 150
Trade media publications	Documentaries or podcast episodes	5
	Viewers	≥ 50,000
Design practices	Copies distributed to automotive industry	≥ 250
Press releases	Publications	≥ 6
News entries	Regularity	Monthly
Bulletin	Readership/quarter	≥ 250
Postcards and flyers	Copies/issue	≥ 400
Posters	Editions	≥ 6
Video clips (3 min.)	Editions	≥ 3
	Views	≥ 1,000
Social media	Followers	≥ 500
	Posts/month	≥ 2

6. CONCLUSIONS

The SALIENT communication and dissemination tools and materials represent a key element in the development of the Project's overall strategy. The tools defined and mentioned in this document are to be developed under the Project's brand identity and follow all guidelines defined in section 2. These tools contain a wide range of graphic and visual elements, which are to be further enhanced as the urban mobility measures are implemented over time.

The entire SALIENT consortium is expected to contribute during the production, development and dissemination of the communication and dissemination tools on the base of the Project description of action.

All tools, as well as calendars, are to be updated on a regular basis, but at least yearly as a key part of the yearly communication and dissemination reports to ensure that activities for the following 12 months are always clear and planned to ensure that all relevant partners can take part in them.

A final report will be published at the end of the Project to document all changes or modifications made and report on the implementation of the Project activities. In this report, the effectiveness of all activities is compared to the original list of KPIs and their success is measured with quantitative datapoints.

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