# SALIENT
## Safer, Lighter, Circular, Smarter

## » DELIVERABLE D7.3

Plan for Dissemination and Exploitation of Results (PDER) (updated version)

www.salient-project.eu

## PROJECT INFORMATION

| Project information | GA No. 101069600 |
|---|---|
| | **"Novel Concepts for SAfer, LIghter, Circular and Smarter VehiclE Structure DesigN for Enhanced CrashworThiness and Higher Compatibility"** |
| **Project acronym** | SALIENT |
| **Funding scheme** | RIA |
| **Starting date** | 01 Sept 2022 |
| **End date** | 31 Aug 2025 |
| **Duration** | 36 months |
| **Coordinator** | CTAG (Spain) |
| **Project website** | https://www.salient-project.eu/ |

## DELIVERABLE/REPORT INFORMATION

| Deliverable n° | **D7.3** |
|---|---|
| **Deliverable title** | Plan for Dissemination and Exploitation of Results (PDER) (updated version) |
| **WP No. & title** | WP7 – Dissemination, Exploitation and Communication |
| **WP Leader** | BAX |
| **Contributors** | ETE |
| **Type** | R – Report |
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| Submission Date | 28 February 2023 |
|---|---|

## TRACK OF CHANGES

| Version | Date | Author | Description |
|---|---|---|---|
| V0.1 | 14 February 2023 | Friederike L. Kühl | First version of PDER (complete TOC and first draft of all sections). |
| V0.2 | 25 February 2023 | Aitor Hornés | Include of Exploitation plan |
| V1.0 | 25 February 2023 | Friederike L. Kühl | Final review, format correction and transformance into PDF format for submission. |
| 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. | |

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# 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 of the 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 outcome is a roadmap, which can serve all Project partners to i) ensure maximum visibility and ii) 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, submitted (dark green), current document (light green) and planned (other)*

| 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 communication activities (Year 1) | 12 | ETE |
| | D7.7 - Dissemination and communication activities (Year 2) | 24 | ETE |
| | D7.11 - Dissemination and communication (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 |
|---|---|---|---|

This deliverable acts as an extension (or in other words, a more informed and detailed version) of the first version of the PDER, which was submitted in M3 of the Project and contained the selected methodology for communication and dissemination, defined the Project target audiences, contained a preliminary editorial plan to schedule activities and defined the KPIs and subsequent strategies to measure the impact and adequacy of the activities.

This second version of the PDER contains additional key content with a view to supporting Project partners further (since communication and dissemination are shared tasks which require continuous attention and input across the SALIENT team):

- A list of conferences and events and the consortium partners attending them;
- A digital communication strategy;
- A detailed editorial plan for all KPIs per partner to ensure ownership over the contributions per respective partner and attributing them to target audiences;
- A plan to monitor the KPIs in upcoming deliverables and via regular WP7 meetings.

## 2. EVENTS AND CONFERENCES

As defined in PDER 1.0 (deliverable D7.1), it is possible to differentiate between two different kinds of external events and conferences of interest to the consortium and the Project results:

- Scientific conferences;
- Trade fairs & specialised events.

In order to get a full picture of the events of interest in Europe and the possible submission of papers/presentations by consortium members, each event is described in the table below, including the frequency of the event, the kind of target audience which will be reached and the potential cost of participating, so as to make practical and economic decisions for effective communication and dissemination of results.

*Table 2 - Non-exhaustive list of targeted events and conferences*

| Name of event | Place | (Next) date | Regularity | Audience description |
|---|---|---|---|---|
| Transport Research Arena (TRA) | Dublin, Ireland | 15-18 April 2024 | Bi-yearly | European transport event, covering all modes and aspects of mobility, uniting researchers, policy makers, industry representatives and many more. |
| **ITS European Congress** | Lisbon, Portugal | 22-24 May 2023 | Yearly | Conference on smart mobility solutions. |
| **SAMPE Europe Conference** | Madrid, Spain | 03-05 October 2023 | Bi-yearly | Scientific conference by the Society of the Advancement of Materials and Process Engineering (SAMPE) |
| **JEC Forum DACH** | Salzburg, Austria | 24-25 October 2023 | Yearly | Annual event for the DACH region (Germany, Austria, Switzerland) dedicated to all composites and their applications. |
| **Automotive Masterminds** | Berlin, Germany | 25-26 April 2023 | Yearly | Automotive industry discussion forum, including alternative technologies, supply chain fragility, climate change questions and digitization of manufacturing. |
| **EcoMotion** | Tel Aviv, Israel | 22-24 May 2023 | Yearly | Smart mobility and automotive innovation in the MENA and EU regions. |
| **RTR Conference** | Brussels, Belgium | Q1 2024 (TBA) | Yearly | Conference on the Results from Road Transport Research Projects. |
| **ESCM Conference** | Nantes, France | 02-05 July 2024 | Bi-yearly | European Conference on Composite Materials. |

*Table 3 - Non-exhaustive list of targeted trade fairs and exhibitions*

| Name of event | Place | (Next) date | Regularity | Audience description |
|---|---|---|---|---|
| **Autosalon Chemnitz** | Chemnitz, Germany | 18-19 March 2023 | Yearly | Motor show in Chemnitz, Germany. |

| | | | | |
|---|---|---|---|---|
| **Hannover Messe** | Hannover, Germany | 17-21 April 2023 | Yearly | World's leading trading fair for industry leaders. |
| **JEC World** | **Paris, France** | **25-27 April 2023** | **Yearly** | **Value chain of the composite materials industry, uniting composite professionals from global corporations, startups, experts, academics, scientists and R&D leaders.** |
| **Automotive Europe** | Munich, Germany | 16-17 May 2023 | Yearly | Key event for automotive industry manufacturers. |
| **Automotive Engineering Expo** | Nuremburg, Germany | May 2023 | Bi-Yearly | Trade show for automotive engineers, car body process chain. |
| **Automotive Lightweight Materials** | Munich, Germany | 14-15 June 2023 | Yearly | Exhibition & Conference for researchers & manufacturers for advanced techniques, trends, and strategies in the lightweight automotive industry, advanced adhesives. |
| **Automotive Testing Expo Europe** | Stuttgart, Germany | 13-16 June 2023 | Yearly | EU's leading automotive test, evaluation and quality engineering fair. |
| **Salón del Vehículo Ecológico de Galicia** | Ourense, Spain | October 2023 | Yearly | Galician fair (Spain) surrounding all things ecological vehicle design. |
| **FISITA World Congress** | Barcelona, Spain | 12-15 September 2023 | Yearly | Technology of Mobility COnference |
| **Ecomondo** | Rimini, Italy | 07-10 November 2023 | Yearly | A single platform to unite all sectors and topics of a circular economy perspective. |
| **Composites Spain** | Madrid, Spain | 15-16 November 2023 | Yearly | Main Iberian fair of composite materials and their applications. |
| **Global Automotive Components and Suppliers Expo 23** | Stuttgart, Germany | 05-07 September 2023 | Yearly | New technologies, components, suppliers and manufacturing partners. |
| **Autotechnica** | Brussels, Belgium | 24-27 March 2024 | Bi-yearly | The Biggest Benelux Trade Fair for Automotive Professionals |
| **METEF** | Bologna, Italy | 05-07 March 2025 | Every 3 years | Fair around aluminium and metals for green transition of the automotive sector. |

All of these conferences and trade fairs can serve in reaching SALIENT target audiences directly and in a personal way. It marks the most effective path to disseminate Project results specifically to the automotive industry and will ensure real-world take-up of SALIENT design practices. A set of conferences may be labelled as "scientific", since they include scientists as contributors and speakers and often also permit the submission of conference and/or journal papers, which is an important KPI for SALIENT as it is a Research and Innovation Action (RIA) and is therefore expected to contribute to wider research and innovation activities.

Depending on the stage of the Project, different actions may be taken for each of these events by singular or several consortium partners at the same time:

- Attendance of the events and fairs as visitors to make personal contacts and network with target audiences and related research initiatives;
- Submission of paper abstracts and, if admitted, full conference papers to disseminate Project findings and attract attention from the scientific community and R&D departments;
- Organisation of agora sessions and presentations to large audiences to arouse interest and showcase relevant Project results to a target audience;
- Rent, design, and establishment of a dedicated Project booth in the late stages of the Project to reach a continuous presence at events of the entirety of the event.

It is worth highlighting at this point three conferences in particular, which promise a very wide and targeted outreach to the SALIENT target groups and which take place repeatedly during the project duration:

1. The **Transport Research Arena (TRA)** will take place only once during the project duration in April 2024 and presents a great opportunity to share the results and findings of the project research with academics and researchers outside the consortium. It presents a central event of high-level professionals and state-of-the-art R&D. The consortium can get involved through a plethora of different activities and targets all of them to ensure the highest possible impact in terms of dissemination of results, including booths, pitches, presentations, conference papers, peer-reviewed OA journal publications, demonstrators, agora sessions and a large exhibition hall.
2. Another event of high interest to the consortium has proven to be the **JEC World Exhibition**, which takes place every April in Paris, France. The exhibition is renowned for its dynamic spirit and its rich attendance by different industries and manufacturers. Although BAX & Company has already participated in the first year's edition of the event, a more dedicated participation of the entire consortium should be expected, once the design concepts are ready for distribution across the automotive industry.
3. Finally, the **Global Automotive Components and Suppliers Expo 2023** is high on the list of priority events. It takes place in parallel to the **Automotive Interiors Expo** in Stuttgart, Germany. Not only can it be expected that a wide range of automotive manufacturers and OEMs will attend the event (the main target audience for exploitation activities of SALIENT), but also many EU-funded sister projects have confirmed their attendance to the event. Apart from the dissemination to the industry, SALIENT consortium partners can also partake in off-site meetings with related initiatives and produce audio-visual content together (such as video material of interviews and agora sessions) and share project insights across RIA and IA projects.

# 3. DIGITAL COMMUNICATION STRATEGY

A digital communication strategy is key to the successful communication & dissemination of any project in the 21st century and considers not only the project's own communication channels (namely the website, bulletin and social media channels), but also those of the consortium partners and of external outlets (such as journalists, blogs, podcasts and other media) (Chaffey & Bosomworth, 2013). Digital communication considerations are so important, in fact, that according to Pew Research Center, 72% of adults use social media, with Facebook, YouTube, Twitter, Instagram, and LinkedIn being the most popular platforms (Social Media Fact Sheet, 2021). Additionally, social media is the top-ranked channel for connecting with target groups, and 57% of them will increase their attention and emotional investment if they feel connected to a brand (SproutSocial, 2018).

Out of many possible goals of a communication strategy, SALIENT will focus on 2 driving aims (Meerman Scott, 2009):

1. **Building a brand**: creating a brand image for SALIENT for a legacy organisation to pivot into not only a European but global landmark Project;
2. **Generating awareness**: casting a wide net to let potential uptake and adopters of the Project outcomes and design practices is key for the successful exploitation of the Project long beyond the duration of the funded Project.

The digital communication strategy contains a plan for any communication in- and outside of the Project consortium taking place via digital means, including the dedicated website, e-bulletin, news articles, social media, mass media, and virtual webinars.

## 3.1 WEBSITE

The SALIENT website is publicly available[1] and can also be accessed via different URL domain suffixes (.net, .eu, .com) to ensure that the website is easily findable via search engines and that no other projects or initiatives with the name SALIENT can reserve a similar domain. The website is structured in an intuitive way that allows visitors to easily find and access the content they need but also allows visitors to find more detailed information if needed. A large focus has been put on the consortium information, including a dedicated team's section in case visitors are interested in specific aspects or results of the Project they can get in touch with the responsible team member of each organisation here. Also, a results section encompasses all approved and published deliverables, materials, design practices and datasets.

For each existing and new page of the website, a set up protocol is followed to make sure the website contents are convenient and engaging when shared or published:

1. A short but descriptive URL slug is selected (e.g.: https://www.salient-project.eu/news);
2. A Search Engine Optimisation (SEO) section is completed for each new page, including the title and a short description to ensure a good findability of the website pages via search engines such as Google, Bing, Yahoo! or Duck Duck Go;
3. A social image set up is performed, which contains a picture, title and description which will be displayed automatically when the url is shared on social media to make the content more attractive by default.

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[1]

Following these steps ensures an optimal order of all website contents and a high relevance for search engine searches. It is further also intended to review the SEO success on a quarterly basis and implement changes where necessary.

Towards the end of the Project, it may also be considered to invest some of the Project budget into targeted advertising of the website via available services, such as Google Ads. Once relevant Project results have been published on the website, a clearer picture can be drawn on which of the contents could be of interest to specific target users and thus an advertising strategy can be devised.

## 3.2 E-BULLETIN

The quarterly e-bulletin summarises all pieces of news of the previous 3 months and any progress that the Project has made. A priority is to report on Project results and findings as much as possible and the bulletin is sent out to a registered audience, who has subscribed to the bulletin. The aim is of course to increase the number of relevant subscribers as much as possible during the Project timeline.

To achieve this, the following principles are applied to each and every edition of the bulletin:

1. Where possible, synergies with other initiatives, Projects, institutions and partners are highlighted and promoted across all communication channels;
2. The bulletin contents are uploaded to the website after it is sent out and the publication is announced and promoted on social media channels and partner channels with a call to action to subscribe to the bulletin;
3. Apart from mirroring the pieces of news published recently, additional news of interest are added to the bulletin to provide readers with relevant news beyond the SALIENT workplan;
4. A call to action to subscribe to the bulletin is included on all materials and the Project presentation template and consortium members are implored to highlight the advantages of a bulletin subscription when they present the Project to an external audience.
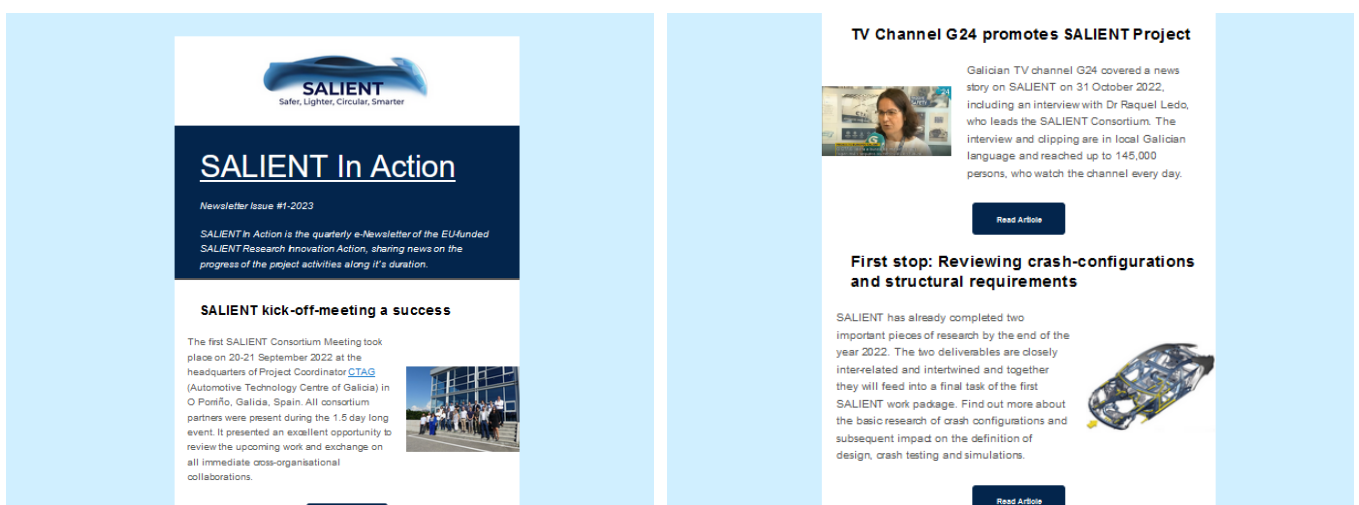


*Figure 1 - First SALIENT In Action bulletin*

## 3.3  NEWS ARTICLES

The news articles, which are published on the SALIENT website, are drafted by the consortium members on their ongoing work and findings, always in close collaboration with the Dissemination and Communication Manager (DCM). This way the news articles contain not only accurate and complete information on the work performed, but the information is also presented in an interesting and enriching way. Before drafting the article, a form needs to be completed, outlining the exact target group of the news and the key message(s) that should be conveyed with the article.

As a rule of thumb, one news article is published per month, though this may vary slightly depending on fluctuations of seasons and workloads. A special focus lies on communicating tangible and actionable results of the Project, rather than the description of on-going processes. News articles should contain as many audio-visual materials to support the key messages of the content, including photos, illustrations, artworks, gifs, videos and banners.



*Figure 2 – A selection of the latest pieces of news on the website homepage*

## 3.4  SOCIAL MEDIA CHANNELS

The social media channels (Twitter and LinkedIn) have been launched at the beginning of the Project and should be checked every second day by the DCM to make sure no relevant news or communication is missed. Whenever possible, a weekly post should be shared on both networks, to establish a consistent and reliable production of content. This also includes sharing posts or links from external sources relevant to the Project.

All consortium partners have completed a social media matrix, in which all social media channels at the disposal of the consortium are listed and all of them follow SALIENT mutually. The Project social media is also subscribed to related initiatives, EU-funded projects, alliances, clusters and companies.

Each post should contain audio-visual content and a clear call to action, as well as the hashtag #SALIENTProject. Wherever possible, consortium partners and external initiatives should be tagged directly in posts or photos and the consortium is informed via a pinboard where all posts are gathered.

Similarly to the website promotion, it should also be considered towards the end of the Project to allocate some of the Project budget to fund targeted ads on social media, specifically on

LinkedIn to promote the page to relevant professionals in the field and encourage them to take part in workshops or events along the Project duration.
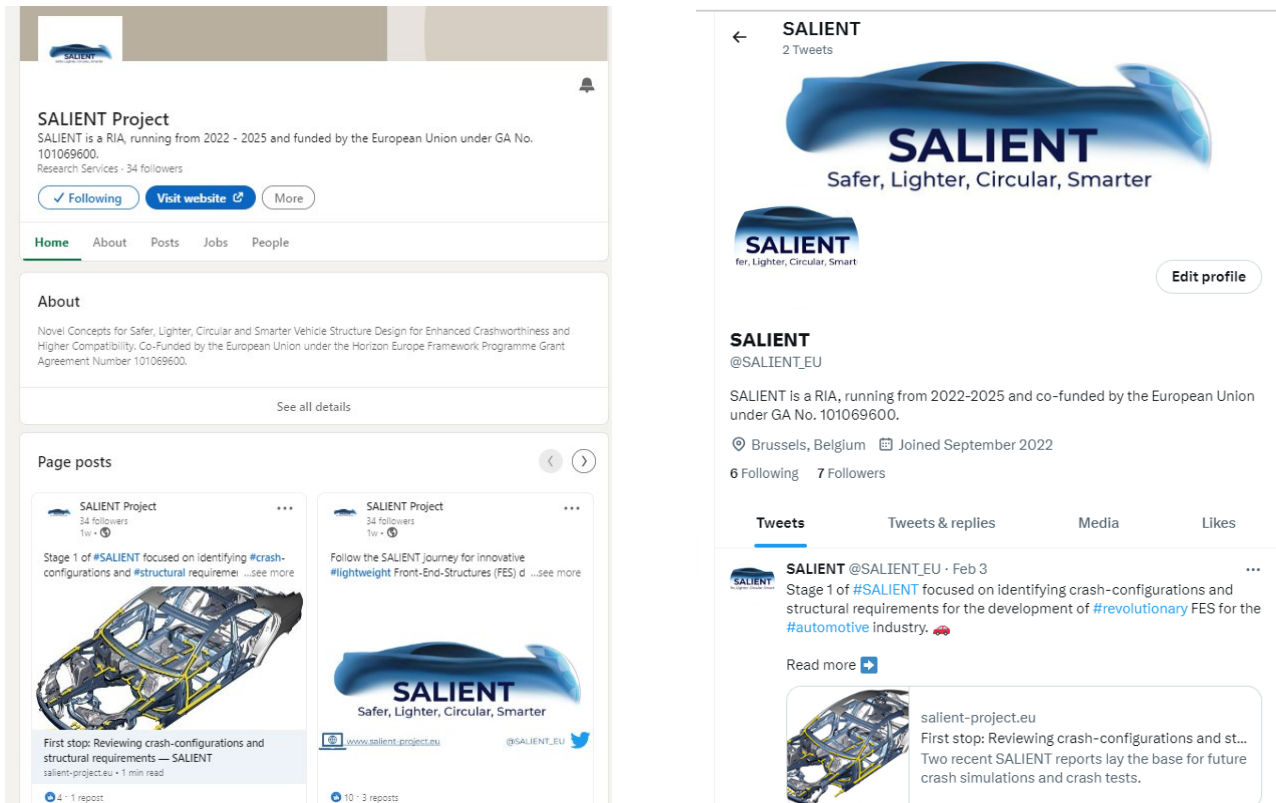


*Figure 3 - SALIENT LinkedIn and Twitter channels*

## 3.5  MASS MEDIA

Whenever a partner of SALIENT has the opportunity to present the Project to mass media (including TV programmes, radio programmes and magazines or newspapers), they should invite viewers or readers to visit the website and subscribe to the bulletin and social media channels. Furthermore, it is important to highlight that the Project has been funded by the EU.

Finally, special attention should be paid to the language register used, since a highly technological project like SALIENT needs to be explained in an understandable way to a wider public audience, which may not be familiar with the industry or technical terminology. The content of contributions should be discussed with the DCM in advance.

*Figure 4 - Project Coordinator Raquel Ledo giving an interview for TV channel G24.*

## 3.6 VIRTUAL WEBINARS

The webinars and workshops which are planned along the Project duration may in some cases take place in virtual format. In these cases, a short soundcheck needs to be performed before the webinars to ensure all technical aspects of the webinar work seamlessly.

It is recommendable to use video call tools which comply to accessibility standards and are easy to use via different operating systems (OS), like Mac, Microsoft and Linux. A convenient choice could be Microsoft Teams or Zoom.

## 4. EDITORIAL PLANS

Following the establishment of all relevant KPIs for the communication & dissemination activities of SALIENT in the previous version of the PDER (D7.1), two editorial plans are devised per partner to ensure the compliance and contribution of all partners to the communication and dissemination activities and goals of the Project:

The general and more holistic editorial plan is split into years and includes all partners, it is available in the SALIENT Sharepoint[2] and can be considered a living document. It serves on the one hand as a planning tool for communication and dissemination activities and on the other hand acts as a central way to track the progress and the KPIs achieved over the Project duration from a larger management perspective. This tool will also be helpful to propose mitigation action if needed, detect shortcomings if they arise and act as a crucial aid to prepare the interim and final reporting on WP7. The full plan is attached within ANNEX II: Editorial KPI Distribution Across Consortium Partners

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[2] SALIENT_WP7_Distribution of KPIs.xlsx

A second, more detailed editorial plan is devised on a yearly basis and approved by the members of the consortium in WP7 meetings, to approve actions planned on a monthly basis by all members for a more pragmatic and operational planning of activities across the consortium.

All editions of the editorial plans will be included in the annual interim and final deliverable of Task 7.1 (annual reports in form of D7.4 in M12, D7.7 in M24 and D7.11 in M36) to document the planned and real editorial plan and compare the planned work with the performed work on a quantitative basis and allow to draw a final conclusion on the performance of the communication & dissemination activities. It's the central part of these deliverables to report the activities and initiatives taken by all partners and the communication & dissemination manager (SALIENT partner Etelätär Innovation).

# 5. KPI MEASUREMENT & WP7 MEETINGS

Contributions to the KPIs are captured and measured on a continuous basis via a Google Form[3] and all replies are automatically collected in an excel sheet. The Form is accessible to all partners and needs to be completed each time a communication or dissemination action has been performed. The form can be accessed via a link, which is shared with all consortium partners. The responses are reviewed on a regular basis. The full form is also attached in ANNEX I: Google Form to report on mcommunication & dissemination activities.

While the first part collects some general information (such as the consortium partner affected and the date of the communication), the second part offers the partner to complete more detailed information on the respective action, link to an URL and submit any documents or materials.
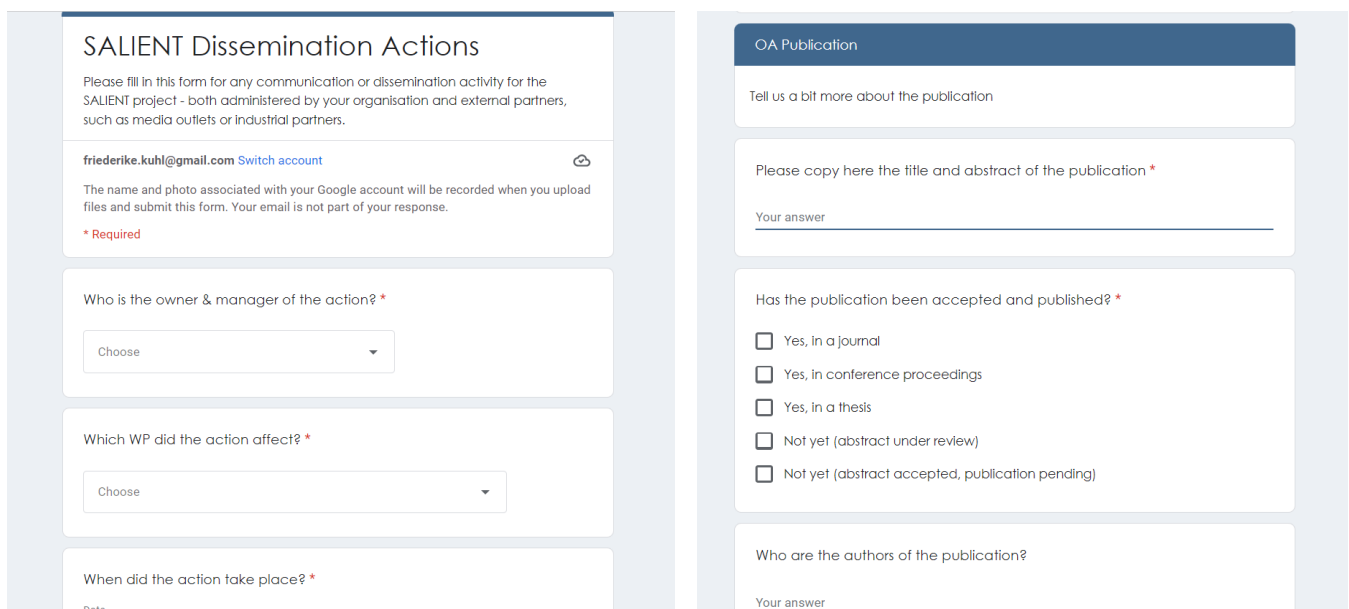


*Figure 5 - Form steps to report on a communication & dissemination action*

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[3] https://forms.gle/sRfZQZB6XqeZwiMKA

As part of the review process, bi-monthly meetings of minimum 1 hour are set up to establish a regular and continuous conversation between all consortium partners on actions and opportunities. Goal of the meetings is to agree on joint activities:

- Drafting of news articles and website contents (including pictures, videos and podcast episodes);
- Participation in events and organisation of booths/agora sessions/presentations;
- Review of communication & dissemination materials and their distribution;
- Further, external opportunities to liaise with other Projects or present Project results to target groups.

# 6. EXPLOITATION PLAN & IPR MANAGEMENT

## 6.1 OBJECTIVES

The SALIENT consortium is eager to make an impact with the project results, as outlined in the project proposal and reaffirmed at the project kick-off. This will also imply exploitation outside of the project, which should be integrated with the project's progress.

This chapter establishes the foundation for SALIENT's exploitation efforts by presenting the framework for exploitation activities. This chapter describes how, what, and when exploitation and IPR interest information will be gathered and reviewed from partners for presentation in the yearly Exploitation activities (EA) deliverables. Furthermore, it provides a preliminary overview of how BAX intends to assist partners with their exploitation strategy.

## 6.2 MANAGEMENT OF KNOWLEDGE AND EXPLOITATION PLANS

SALIENT has defined an explicit set of measures to manage knowledge acquired in the project. Clear IPR allocation will be settled during the project, being leadership roles have assigned to a few project partners that are best positioned to exploit the result. The retention of IPR is delineated in the Grant Agreement and is used as the reference to IPR distribution (see Table 4).

*Table 4 – IPR management*

| KERs | IPR ownership | Preliminary exploitation route and IP strategy |
|---|---|---|
| **Decision enabling tools/procedures for new design.** | Owned by partners involved in the tasks, jointly or distinctly. | Broaden clients/ application base; Direct use; Development projects |
| **New multi-parameter design optimization tool** | UNN | Direct sale; Industrial uptake |
| **Novel vehicle FES design (BCFES)** | Each design is owned jointly or distinctly by CRF, | Direct use, industrial uptake, Patent development; Business strategy development |

| | | |
|---|---|---|
| | CTAG, UNN, FRA, CID | |
| **Novel FES concept designs** | Owned by partners involved, jointly or distinctly:<br>• AC1: UNN, CRF, FRA)<br>• AC2: UNN, FRA<br>• AC3: CTAG, FRA, CID | Direct use, industrial uptake, Patent development; Business strategy development |
| **Novel algorithm for critical incident detection** | IPG | Business strategy development; Industrial cooperation; Patent development; Direct sales |
| **Novel TrM systems for ACFES adaptation** | Owned by partners involved, jointly or distinctly: CRF, FRA, UNN | |
| **New lightweight materials** | Owned by partners involved, jointly or distinctly:<br>• Al alloy (ASAS)<br>• Recyclable CFRP prepregs (tPE)<br>• Hybrid (FRA, tPE, ASAS) | New customers; Industrial uptake; Direct sale; Follow-up funded projects; |
| **Improved manufacturing process** | Owned by partners involved, jointly or distinctly:<br>• Metals (ASAS);<br>• Composites (tPE)<br>• Hybrids, 3D printing (FRA) | Patent development; Providing new services; industrial cooperation |
| **Improved joining, bonding and assembly technologies** | Owned by partners involved, jointly or distinctly (CRF, CID) | Business strategy development; Technical assistance to industry |
| **Material modelling and simulation tools** | Owned by partners involved, jointly or distinctly (UNN, VIF) | Consulting activities; New services; Funded projects; |
| **Product of BCFES/ACFES demo** | Owned by partners involved, jointly or distinctly | Direct Sales; Marketing; Commercialization, |
| **LCA tools and economic model for LCC** | UNN | Direct use; Industrial uptake; Consultancy |
| **Improved circularity process and effective solutions recycling and recovery** | CTAG | Direct Sales; Marketing; Commercialization, |

It is important to note that this is the first iteration of the Exploitation Plan, which was shared with work package leaders and the consortium for review as a quality assurance process. During the project development, partners will be invited to provide input on the management of intellectual property and to raise requests related to IPR on their materials and activities. This ensures that the procedures are in line with their expectations and needs. Based on the input from technical partners, the IPR plan will be updated and integrated into the annual exploitation activities (EA) annual reports.

## 6.3 INDIVIDUAL EXPLOITATION PLANS OF SALIENT KNOW-HOW

Individual partner exploitation plans in addition to those previously mentioned are listed in table 5 below.

*Table 5 - Exploitation plans per SALIENT consortium partner*

| Partner | Plan/Description |
|---------|------------------|
| CRF | CRF will exploit the developed materials and associated technologies in vehicle components, exploiting results to all production sites in the EU and worldwide (end-users). They will exploit the advanced lightweight materials and multifunctional design skills as well as models and associated tools in future vehicle developments, exploiting results to all production sites around EU and the rest of the world. CRF will prompt the numerical, modelling, characterizations and optimization techniques and know-how with OEMs and academia. |
| ASAS | ASAS will use SALIENT results to increase their product portfolio, exploiting the new material solutions, and offer services related to developed materials, structures and design to the automotive industry. They will present the results and their validation to their customers and carry out marketing and commercial activities. |
| IDI | IDI plan to use the project results to provide services to the automotive industry related to developed materials, architectures, and design. They will present the results and validate them to their customers, as well as engage in marketing and commercial activities. |
| CTAG | CTAG will use the established know-how and tools to prompt similar developments in lightweight design and optimization for vehicle components, shortening time-to-market and reducing cost and will help the developments to be transferred to other OEMs and stakeholders. |
| UNN | UNN, as a public institution, will use the results in educational activities, consultancy and outreach activities for the EU-based industry. Developed methods of manufacture, characterization, modelling and validation for developed materials will be extended to other industrial sectors. |
| FRA | FRA will focus on the knowledge transfer of the new hybrid material solutions and the innovative processes developed within SALIENT with their extensive network of industry collaborators and other R&>D institutions. |
| CID | CID will exploit the know-how and innovation processes via their intensive consulting projects with industry, R&D services, especially to SME, establishment of further collaboration in follow-up funded projects. |
| tPE | tPE will exploit the new composite material solutions and improved production capacity, using their intermediate products within their direct projects with EU OEM's and Tier 1 suppliers. |
| VIF | VIF will use findings for MSE for training. |

| IPG | IPG will use their results on ADAS technologies in on-going and future projects with industry. |
|-----|---|
| ETE | ETE will exploit the result on analysis the traffic accident and crash configurations and economies of scale with the industry as well as academics in form of OA publications. Moreover, ETE will provide support to SALIENT companies for enhancing the knowledge transfer of the results generated in the project through communication and dissemination leadership. |
| BAX | BAX will exploit its results by strengthening its position as the business consultancy of choice in the emerging automotive sector by incorporating the findings in SotA business case analyses. BAX will assist the participating OEM and SMEs in extracting maximum value out of their SALIENT expertise by mapping of new business opportunities. |

# 6.4 EXPLOITATION AND INNOVATION + ADVISORY BOARD REVIEW

Following each annual EA report, the Exploitable Results and Sustainability Board (ERSB) (see figure 6) will be convened to review exploitation plans and provide feedback to the consortium. This allows partners to revise their plans as needed. Each year ERSB feedback on draft exploitation plans will be provided for subsequent improvement of exploitation plans. Furthermore, the External Advisory Board (EAB) will be asked to provide feedback on the EA deliverables aiming to improve the alignment of research and exploitation with the goals and preferences of the industry. BAX will investigate the best way to share confidential documents in a trusted environment while not disclosing sensitive information, in accordance with the consortium's wishes. Following that, partners will be asked to revise and provide their final exploitation plans. Specifically, as the project matures, more results will be available for partners to adjust their exploitation strategies. BAX will facilitate this process and provide feedback to the entire consortium. Any other partner interested in joining the feedback meetings is welcome.
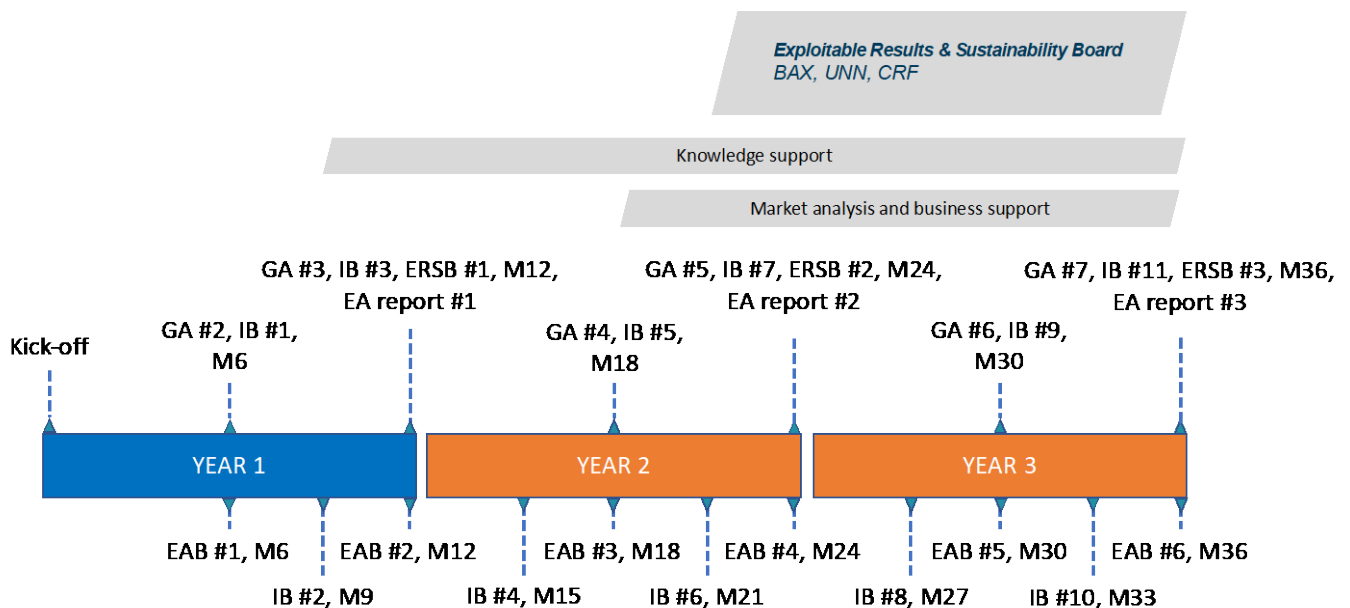
*Figure 6 – Exploitation timeline*

## 6.5 STRATEGY FACILITATION ACTIVITIES

BAX and ETE will lead three parallel activities to assist consortium partners in strategizing exploitation: knowledge support, market monitoring and business planning.

### 6.5.1 Knowledge support

#### 6.5.1.1 KER assessment

Along the project (starting after the first year and being repeated in a yearly basis), an accurate monitoring and qualification of the tangible and intangible KERs will be made, including their proper identification and detailed characterization.

#### 6.5.1.2 IPR strategy

Within SALIENT, the IPR strategy will be developed and updated in an annual basis by the IB. The main components that will be tackled for developing the IPR Management Strategy are the ground identification, contribution and benefits of partners, innovativeness of the KERs, potential customers and competitors as well as main competing technologies (analysed via a patent analysis).

#### 6.5.1.3 Risk assessment

Considering all the information gathered in the sections mentioned above, an analysis of the potential risks that can appear and jeopardised the exploitation of the KERs will be made.

### 6.5.2 Market analysis

Market analysis is a task aimed to provide up-to-date knowledge on the automotive market environment, industry dynamics, research priorities and influential regulations. First, a market identification for the different KERs will be carried out followed by market sizing and expected growth. Among other aspects, this analysis will cover the identification of potential users and customers, value chain assessment, key players and a yearly estimation of the total addressable market.

### 6.5.3 Business modelling

A business model based on the Lean Canvas model will be developed for the different KERs identified in SALIENT which will indicate the most adequate path for future exploitation. This business model will include a SWOT and a cost-benefit analysis and a feasibility study. It will also allow the identification of the most suitable funding instruments for further development and/or market penetration of SALIENT KERs.

Depending on the partners' needs and the available person months for exploitation support in SALIENT project, knowledge services will be offered by BAX to the partners aiming to enhance the commercialization of processes and products. Among these services (non-exhaustive) BAX could facilitate buyer introductions (validating partner's value proposition and customer segment) and pitching support.

In addition to these activities, when necessary SALIENT will make use of the services offered at both regional and EU levels, that provide guidance and knowledge in exploitation and strategizing. Wherever relevant we will rely on the expertise that lies in the following organizations:

- Horizon Results Booster

- European IPR helpdesk
- Advice & networking offered by members of the Enterprise Europe Network

# 7. CONCLUSIONS

This second version of the PDER plan further defines and establishes the way that the work plan of the communication & dissemination task can be successfully tracked and therefore implemented. Without proper quantitative measurement, it is impossible to observe the progress of the actions implemented and implement corrective actions whether possible. This document provides also plans in the areas of exploitation, presenting comprehensive routes to exploitation and managing the IP generated within the SALIENT project.

Since the publication of the first PDER, the dissemination channels have been established and filled with content: a first bulletin has been published, news articles have been created to populate the blog section of the website and a new section has been added to introduce the team of researchers to visitors. All communication tools are set up and ready to be used as the project progresses and more results emerge from the research performed.

The SALIENT communication & dissemination tools include:

- Website and repository;
- Social media channels;
- Mass media;
- E-bulletin;
- Dissemination materials (printed);
- Dissemination materials (audio-visual);
- Event schedule and publication pipeline;
- Workshops.

Many of the sections in this document contain links to living documents and databases, which are going to be amended and extended during the Project duration. All SALIENT partners hold a budget and PM effort in this work package and are therefore expected to contribute actively to the dissemination and exploitation of results via all available networks and tools. To make sure all partners are ready and capable, the KPIs have been clarified to all partners and their role in the contribution to these goals is clear.

Furthermore, by defining the role of the Key Exploitable Results (KER) and describing clearly the exploitation strategy, successful exploitation, and market uptake are guaranteed.

Finally, a priority has been given to three events and exhibitions in particular, which will have a high attendance of SALIENT consortium partners due to the adequacy and quality of attending target audience members, including the TRA conference, JEC World, and the Global Automotive Components and Suppliers Expo 23.

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# ANNEX I: GOOGLE FORM TO REPORT ON MCOMMUNICATION & DISSEMINATION ACTIVITIES

## SALIENT Dissemination Actions

Please fill in this form for any communication or dissemination activity for the SALIENT project - both administered by your organisation and external partners, such as media outlets or industrial partners.

\* Required

1. Who is the owner & manager of the action? \*

*Mark only one oval.*

- CTAG
- UNN
- CRF
- FRA
- VIF
- CID
- tPE
- IDI
- ASAS
- ETE
- BAX
- IPG
- An organisation outside of the consortium

2. Which WP did the action affect? \*

*Mark only one oval.*

- WP1 - Requirements and future crash scenarios
- WP2 - Structural concepts design and optimisation
- WP3 - Materials development and manufacturing processes
- WP4 - Industrial feasibility and demonstration
- WP5 - Crash analysis and virtual testing
- WP6 - Testing, validation and assessment
- WP7 - Dissemination, exploitation and communication

3. When did the action take place? \*

_____

*Example: January 7, 2019*

4. Who was/were the target group/s of the activity? \*

*Check all that apply.*

- Governmental (policy makers, governmental bodies, standardisation bodies)
- Industrial (professionals, designers, engineers, product designers, managers)
- Academic (professors, post-doc researchers, engineers, students, scientific society)
- Commercial (international experts, material engineers, manufacturers)
- Public (general public or specific socio-economic groups)
- Other: _____

5. How many individual persons did you reach (approximately) with this action? \*

_____

6. What is the main language of the activity? *

*Check all that apply.*

- [ ] English
- [ ] Estonian
- [ ] Galician
- [ ] German
- [ ] Italian
- [ ] Spanish
- [ ] Turkish
- [ ] Other: _____

7. What is the title of your action? *

_____

8. What is the communication level of your action? *

*Check all that apply.*

- [ ] Local
- [ ] Regional
- [ ] National
- [ ] European
- [ ] Global

9. What kind of local dissemination action do you want to report? *

*Mark only one oval.*

- ( ) OA publication     *Skip to question 10*
- ( ) Conference     *Skip to question 15*
- ( ) Workshop     *Skip to question 22*
- ( ) Exhibition     *Skip to question 27*
- ( ) Secondment     *Skip to question 32*
- ( ) Media     *Skip to question 34*
- ( ) Industry contact     *Skip to question 35*
- ( ) Press release     *Skip to question 38*
- ( ) Video clip     *Skip to question 40*
- ( ) Social media post     *Skip to question 44*
- ( ) Other     *Skip to question 47*

OA Publication

Tell us a bit more about the publication

10. Please copy here the title and abstract of the publication *

_____
_____
_____
_____
_____

11. Has the publication been accepted and published? *

*Check all that apply.*

☐ Yes, in a journal
☐ Yes, in conference proceedings
☐ Yes, in a thesis
☐ Not yet (abstract under review)
☐ Not yet (abstract accepted, publication pending)

12. Who are the authors of the publication?

_____

13. What is the name of the publication outlet (journal, conference, etc.)? *

_____

14. Please upload the full publication *

Files submitted:

Tell us more about the conference you're planning on attending

15. Please provide the name of the conference *

_____
_____
_____
_____
_____

16. When does it start? *

_____
*Example: January 7, 2019*

17. When does it end? *

_____
*Example: January 7, 2019*

18. Where does it take place? *

_____

19. What is your involvement in the conference? *

*Check all that apply.*

☐ Booth
☐ Publication
☐ Presentation, agora session or panel
☐ Attending

20. Are you representing a project or is there a possibility to represent SALIENT? *

*Check all that apply.*

☐ Yes, SALIENT
☐ Yes, another project
☐ No, only my organisation
☐ Other: _____

21. Please upload some images and/or document to document the performed work and all additional info.

Files submitted:

Please provide additional information on the workshop

22. Please provide the name and a short description of the workshop. *

_____

_____

_____

_____

_____

23. Was it in-house (employees of consortium partners) or to external partners?                                                                          *

*Mark only one oval.*

◯ In-house

◯ External partners

◯ Other: _____

24. How many persons attended? *

_____

25. Was the workshop held in person or virtually? *

*Mark only one oval.*

◯ In-person

◯ Online

26. Please upload the workshop materials (presentations, list of attendees, etc.).

Files submitted:

Share more about the exhibition you are planning on attending.

27. Please provide the name of the exhibition *

_____

28. When does the exhibition start? *

_____

*Example: January 7, 2019*

29. When does the exhibition end? *

_____

*Example: January 7, 2019*

30. Are you an exhibitior? *

*Check all that apply.*

☐ Yes, my organisation had a booth

☐ Yes, my organisation participated in a speaking engagement

☐ No, I attended the exhibition as a visitor

31. Are you planning on including SALIENT in the exhibition? *

*Mark only one oval.*

◯ Yes, by displaying some dissemination materials

◯ Yes, by presenting work performed in the project

◯ No

Let us know about the upcoming secondment.

32. Where will the secondment take place (host organisation, location & duration                                                                          *

_____

33.  Please provide a short description of the planned secondment *

_____

_____

_____

_____

_____

Let us know about the media publication.

34.  What is the source/platform of the publication? Add the name and a   *
     link.

_____

Tell us more about the industry contact you've made

35.  What is the industry contact (company name, title of working group of   *
     job position)

_____

_____

_____

_____

36.  When have you contacted them? *

_____

*Example: January 7, 2019*

37.  Have you shared a design practice / outcome / finding of SALIENT with   *
     them?

     *Mark only one oval.*

     ◯ Yes

     ◯ No

     ◯ No, but I am planning to

Tell us more about the press release you published.

38.  Please provide the title and a link to the press release *

_____

39.  If applicable, please submit the press release here.

     Files submitted:

Tell us more about the video clip you produced.

40.  What is the title and subject of the video clip? *

_____

41.  Do you own the rights to the video material? *

     *Mark only one oval.*

     ◯ Yes, the video was produced by my organisation

     ◯ Yes, the video was produced by a videographer, but the rights were
       purchased by my organisation

     ◯ No, but the rights could be purchased by the producer of the video

     ◯ No

42.  Please provide a link to the video clip, if applicable.

_____

43.  Please upload the video clip, if applicable.

Files submitted:

Tell us more about the social media post you shared.

Please remember to use #SALIENT and tag the project channels on Twitter and LinkedIn in your post.

44.  Which network did you share the post on? *

*Check all that apply.*

☐ Twitter
☐ LinkedIn
☐ Facebook
☐ Instagram
☐ YouTube
☐ TikTok

45.  Did you share the post from your personal or from your organisation's account?                                                    *

*Mark only one oval.*

◯ My personal account
◯ My organisation's account

46.  Please provide a link to the post *

_____

Tell us more about the other activity.

47.  What is the platform & context for the activity?

_____
_____
_____
_____
_____

48.  What is the title/name of the activity?

_____

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Google Forms

# ANNEX II: EDITORIAL KPI DISTRIBUTION ACROSS CONSORTIUM PARTNERS

SALIENT_WP7_Distribution of KPIs

| Partner | Activity | KPI | | Sept 2022 - Aug 2023 | Sep 2023 - Aug 2024 | Sept 2024 - Aug 2025 |
|---|---|---|---|---|---|---|
| CTAG | Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 0 | 1 | 1 |
| | Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 1 | 2 |
| | | No. Attended | Persons who attended the workshops | 1 | 2 | 2 |
| | In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 30 | 60 |
| | Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 10 | 10 | 10 |
| | | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 2 | 3 |
| | Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 0 | 0 |
| | Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 1 | 1 |
| | | No. Attendees | Persons who attended the workshops | 0 | 30 | 30 |
| | Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 1 | 2 |
| | | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 25,000 | 25,000 |
| | Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 150 | 150 |
| | Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 0 | 1 | 1 |

| | | | | | |
|---|---|---|---|---|---|
| | News | No. Of News/year | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 2 | 2 | 2 |
| | Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 0 | 1 | 1 |
| | | Views | Checked by ETE | 500 | | |
| | Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 1 | 2 | 3 |
| | Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 3 | 3 |
| | | No. Attended | Persons who attended the workshops | 2 | 4 | 4 |
| | In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 60 | 60 | 60 |
| | Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 10 | 10 | 10 |
| | | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 2 | 5 |
| | Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 0 | 1 |
| UNN | Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 1 | 2 |
| | | No. Attendees | Persons who attended the workshops | 0 | 30 | 60 |
| | Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 1 | 1 | 1 |
| | | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 25000 | 25,000 | 25,000 |

| | | | | | |
|---|---|---|---|---|---|
| Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 50 | 50 |
| Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 0 | 1 | 1 |
| News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 2 | 2 | 2 |
| Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 1 | 1 | 1 |
| | Views | Checked by ETE | | 500 | |
| Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 1 | 1 | 1 |
| Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 1 | 1 |
| | No. Attended | Persons who attended the workshops | 1 | 1 | 1 |
| In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 1 | 0 |
| Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 75 | 75 | 75 |
| | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 2 | 5 | 8 |
| Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 0 | 1 |
| CRF Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 0 | 0 |

SALIENT_WP7_Distribution of KPIs

| | No. Attendees | Persons who attended the workshops | 0 | 0 | 0 |
|---|---|---|---|---|---|
| Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 0 | 0 |
| | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 0 | 0 |
| Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 150 | 150 |
| Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 1 | 0 | 0 |
| News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 1 | 1 | 0 |
| Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 1 | 1 | 0 |
| | Views | Checked by ETE | | 250 | |
| Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 1 | 2 | 2 |
| Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 2 | 3 |
| | No. Attended | Persons who attended the workshops | 0 | 2 | 3 |
| In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 30 | 60 |
| Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 25 | 25 | 25 |

SALIENT_WP7_Distribution of KPIs

| | | | | | | |
|---|---|---|---|---|---|---|
| FRA | Policy initiatives | | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 2 | 2 |
| | Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 1 | 2 |
| | Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 0 | 2 |
| | | No. Attendees | Persons who attended the workshops | 0 | 0 | 60 |
| | Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 1 | 0 |
| | | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 25,000 | 0 |
| | Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 25 | 25 |
| | Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 1 | 0 | 1 |
| | News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 2 | 2 | 2 |
| | Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 1 | 1 | 1 |
| | | Views | Checked by ETE | | 500 | |
| | Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 0 | 1 | 2 |
| | Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 1 | 3 |
| | | No. Attended | Persons who attended the workshops | 0 | 2 | 3 |

| | | | | | | |
|---|---|---|---|---|---|---|
| VIF | In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 15 | 0 |
| | Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 0 | 25 | 75 |
| | | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 2 | 2 |
| | Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 0 | 1 |
| | Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 0 | 1 |
| | | No. Attendees | Persons who attended the workshops | 0 | 0 | 30 |
| | Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 1 | 0 |
| | | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 25,000 | 0 |
| | Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 50 | 50 |
| | Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 0 | 1 | 1 |
| | News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 1 | 1 | 1 |
| | Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 0 | 1 | 0 |
| | | Views | Checked by ETE | 50 | | |

SALIENT_WP7_Distribution of KPIs

| | | | Description | | | |
|---|---|---|---|---|---|---|
| CID | Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 0 | 2 | 2 |
| | Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 2 | 3 |
| | | No. Attended | Persons who attended the workshops | 0 | 2 | 3 |
| | In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 50 | 50 |
| | Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 25 | 50 | 75 |
| | | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 2 | 2 |
| | Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 1 | 2 |
| | Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 0 | 1 |
| | | No. Attendees | Persons who attended the workshops | 0 | 0 | 30 |
| | Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 0 | 1 |
| | | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 0 | 25,000 |
| | Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 25 | 50 |
| | Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 1 | 1 | 1 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 1 | 1 | 1 |
| | Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 0 | 1 | 1 |
| | | Views | Checked by ETE | 500 | | |
| | Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 0 | 1 | 1 |
| | Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 1 | 1 |
| | | No. Attended | Persons who attended the workshops | 0 | 1 | 1 |
| | In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 0 | 0 |
| | Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 0 | 0 | 0 |
| | | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 0 | 0 |
| | Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 0 | 1 |
| tPE | Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 0 | 0 |
| | | No. Attendees | Persons who attended the workshops | 0 | 0 | 0 |
| | Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 0 | 0 |
| | | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 0 | 0 |

SALIENT_WP7_Distribution of KPIs

| | | | | | |
|---|---|---|---|---|---|
| Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 25 | 25 |
| Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 0 | 1 | 0 |
| News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 1 | 1 | 1 |
| Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 0 | 1 | 0 |
| | Views | Checked by ETE | 15 | | |
| Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 1 | 2 | 2 |
| Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 2 | 3 |
| | No. Attended | Persons who attended the workshops | 0 | 2 | 3 |
| In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 60 | 60 |
| Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 50 | 75 | 100 |
| | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 2 | 2 | 4 |
| Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 1 | 2 |
| IDI Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 1 | 2 |

SALIENT_WP7_Distribution of KPIs

| | | | | | |
|---|---|---|---|---|---|
| | No. Attendees | Persons who attended the workshops | 0 | 30 | 60 |
| Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 1 | 1 |
| | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 25,000 | 25,000 |
| Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 25 | 50 | 75 |
| Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 1 | 2 | 2 |
| News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 2 | 2 | 2 |
| Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 1 | 2 | 1 |
| | Views | Checked by ETE | 350 | | |
| Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 0 | 1 | 1 |
| Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 1 | 2 |
| | No. Attended | Persons who attended the workshops | 0 | 1 | 2 |
| In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 30 | 30 |
| Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 25 | 25 | 25 |

SALIENT_WP7_Distribution of KPIs

| | | | | | | |
|---|---|---|---|---|---|---|
| ASAS | | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 2 | 2 |
| | Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 1 | 1 |
| | Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 1 | 1 |
| | | No. Attendees | Persons who attended the workshops | 0 | 30 | 30 |
| | Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 0 | 1 |
| | | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 0 | 25,000 |
| | Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 50 | 50 |
| | Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 0 | 1 | 1 |
| | News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 1 | 1 | 1 |
| | Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 0 | 1 | 1 |
| | | Views | Checked by ETE | | 100 | |
| | Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 1 | 0 | 2 |
| | Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 1 | 3 |
| | | No. Attended | Persons who attended the workshops | 0 | 1 | 3 |

| | | | | | | |
|---|---|---|---|---|---|---|
| ETE | In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 0 | 0 |
| | Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 0 | 10 | 10 |
| | | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 2 | 2 |
| | Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 0 | 0 |
| | Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 0 | 0 |
| | | No. Attendees | Persons who attended the workshops | 0 | 0 | 0 |
| | Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 1 | 1 |
| | | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 25,000 | 25,000 |
| | Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 0 | 0 |
| | Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 1 | 0 | 1 |
| | News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 2 | 0 | 2 |
| | Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 0 | 0 | 0 |
| | | Views | Checked by ETE | | 5 | |

| | | | | | |
|---|---|---|---|---|---|
| **BAX** | Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 0 | 0 | 0 |
| | Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 2 | 2 |
| | | No. Attended | Persons who attended the workshops | 0 | 2 | 2 |
| | In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 20 | 20 |
| | Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 0 | 15 | 15 |
| | | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 2 | 2 |
| | Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 0 | 0 |
| | Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 0 | 0 |
| | | No. Attendees | Persons who attended the workshops | 0 | 0 | 0 |
| | Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 1 | 1 |
| | | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 700 | 700 |
| | Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 25 | 25 |
| | Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 0 | 0 | 1 |

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|---|---|---|---|---|---|
| News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 1 | 1 | 1 |
| Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 0 | 0 | 0 |
| | Views | Checked by ETE | | 150 | |
| Publications | Journal Publications (OA) | Publications in journals with open access. Also note here conference paper publications. | 0 | 2 | 2 |
| Events & Conferences | Presentations | Event engagements that involve any form of presentation platform, including agora sessions, panel discussions, presentations, keynote speeches and many more. | 0 | 2 | 3 |
| | No. Attended | Persons who attended the workshops | 0 | 2 | 3 |
| In-house Workshops | No. Attendees | Workshops organised by your organisation for employees, students or members of your organisation to spread SALIENT insights across your organisation. | 0 | 0 | 30 |
| Exhibitions | Contacts (automotive sector) | Contacts made with representatives of the automotive sector: car manufacturers, designers, legislators, test houses, certification bodies and many more. 1 = one person, which you can identify. | 0 | 25 | 50 |
| | Policy initiatives | Existing or new policy initiatives surrounding lightweight materials, safety, security, manufacturing practices and many more. 1 = one initiative you can identify. | 0 | 2 | 2 |
| Secondments | No. Exchanges | Number of secondments from or by your organisation (sending an employee, student or researcher to another organisation). 1 = secondment report per exchange. | 0 | 0 | 1 |
| Workshops | Training packages | Number of individual workshops for external attendees (whether paid or free of charge) | 0 | 0 | 2 |
| | No. Attendees | Persons who attended the workshops | 0 | 0 | 60 |
| Media Publications | Documentaries or Podcasts | This includes any media coverage: TV programmes, interviews, podcasts, citations in news outlets, news articles, magazines/newspapers, etc. | 0 | 0 | 1 |
| | No. Viewers | Approximate number of viewers, the editor of the news outlet should be able to let you know an approximate number. | 0 | 0 | 25,000 |

(Left column label spanning rows: IPG)

| | | | | | |
|---|---|---|---|---|---|
| Design Practices | No. Distributed Copies | Shared copies of designs devised during the project, can include design proposals for manufacturing, simulations, crash testing, etc. Basically, any output of the project that is shared to an industrial partner who may consider it's implementation irl. | 0 | 25 | 50 |
| Press Releases | No. Publications | Press releases published by your organisation about SALIENT. 1 = press release per organisation. | 0 | 1 | 1 |
| News | No. Of News | Contribution/drafting of dedicated news articles on your on-going work in SALIENT, which will be published on the project website and may also be shared with news outlets external to the consortium. | 1 | 1 | 1 |
| Video Clips (3 min.) | Editions | All prototyping and validation activities should produce very short video clips. Gather footage of simulations, validation, crash testing and manufacturing practices, ETE can edit quick videos from it on a regular basis. | 0 | 1 | 1 |
| | Views | Checked by ETE | 150 | | |