



## » DELIVERABLE D7.4

Dissemination and communication activities (Year 1)

[www.salient-project.eu](http://www.salient-project.eu)



## **PROJECT INFORMATION**

<b>Project information</b>	<b>GA No. 101069600</b> <b>“Novel Concepts for SAfer, Lighter, Circular and Smarter Vehicle Structure Design for Enhanced Crashworthiness and Higher Compatibility”</b>
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## **DELIVERABLE/REPORT INFORMATION**

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<b>V0.1</b>	24 July 2023	Eftychia Koliou Friederike L. Kühl José F. Papi	First version of the report submitted for peer-review and contributions by all consortium partners requested.
<b>V0.2</b>	26 July 2023	Friederike L.Kühl	Amendment of Annexes, formatting of text body.
<b>V0.3</b>	26 July 2023	Friederike L.Kühl	Correction of EU-funding disclaimer.
<b>V1.0</b>	31 August 2023	Friederike L.Kühl	Final review, format correction and transformation into PDF format for submission.

## **DISSEMINATION LEVEL**

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

## **LIST OF ABBREVIATIONS**

<b>Abbreviation</b>	<b>Meaning</b>
<b>CINEA</b>	European Climate, Infrastructure and Environment Executive Agency
<b>D</b>	Deliverable
<b>EAB</b>	External Advisory Board
<b>FES</b>	Front End Structure
<b>JEC</b>	Journées Européennes des Composites
<b>KPI</b>	Key Performance Indicator
<b>OEM</b>	Original Equipment Manufacturer
<b>PDER</b>	Plan for Dissemination and Exploitation of Results
<b>PU</b>	Public, fully open (Deliverables flagged as public will be automatically published in CORDIS project's page).
<b>RLG</b>	Red, Light Green, Green
<b>SEN</b>	Sensitive, limited under the conditions of the Grant Agreement.
<b>WP</b>	Work Package

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# 1. EXECUTIVE SUMMARY

As the SALIENT (Novel Concepts for Safer, Lighter, Circular and Smarter Vehicle Structure Design for Enhanced Crashworthiness and Higher Compatibility) project progresses, this document reports all communication and dissemination activities completed in year 1 of the project and provides a short description of the tools used and the activities undertaken. The reader can also review and check all applicable Key Performance Indicators (KPI) in detail and examine the editorial plan for the two upcoming years of the project.

Although the primary objective of deliverable D7.4 is to report the achievements of year 1 to the European Commission, and taking into consideration that an intra-project collaborative environment is a priority for SALIENT, the document will also be used for the editorial planning of the last two years of the project. Finally, the document encompasses a project overview, in addition to mitigation strategies wherever gaps between the target KPIs and the achieved progress are identified, to ensure a successful dissemination and communication strategy throughout the project.

The end of year 1 of the project marks an important point in time, since the dissemination & communication will increase significantly towards the latter half of the timeline when comprehensive results emerge from the research work the SALIENT consortium conducts. It is therefore important to identify any delays or shortcomings of the dissemination strategy at this moment in time, to be able to adapt and enhance the work plan.

*Table 1. All WP7 SALIENT deliverables, submitted (dark green), current document (light green) and planned (light blue)*

Activity	Deliverable	Publication Month	Responsible
<b>Communication &amp; Dissemination</b>	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
<b>Exploitation</b>	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
<b>Liaison</b>	D7.6 – Liaison report (1st ver.)	15	BAX
	D7.9 – Liaison report (final version)	36	BAX

Deliverable D7.4 contains additional key content to inform the European Commission further on the activities carried out in year 1 by all partners (since communication and dissemination are shared tasks which require continuous attention and input across the SALIENT team):

- A list of all planned KPIs defined in the Grant Agreement.
- A list of all achieved KPIs describing the activities being completed during year 1 of the project to measure the success of the communication and dissemination plan;
- An overview of the updated editorial plan for the last two years of the project to monitor and safeguard an effective communication and dissemination strategy;
- An overview of the mitigation strategies to identify any potential barriers that have been identified and guarantee the accomplishment of the KPIs.

## 2. KPI OVERVIEW YEAR 1

Deliverable D7.4 provides information about the communication and dissemination plan of year 1, covering the period from September 2022 until August 2023. It takes a look at all KPIs defined in the Grant Agreement. Additional activities are summarised and documented in the following chapter, KPI Reporting Project Year 1.

The overview over the KPIs and their progress can be found in the table below together with a RLG (Red-Light Green-Green) colour code to show which KPIs have already been completed after only a year of project activities (green), which ones are on track and in line with the first editorial plan (light green) and which ones require a mitigation strategy or else a delay (red).

Table 2. Planned KPIs for Year 1 of the SALIENT project and reported KPIs after Year 1

Activity	KPI Description	Planned KPI	Reported (Actual) KPI
Website	Visits/month	≥ 1,000-2,000	641 (Avg.)
	Downloads	≥ 100	0
Scientific publications	OA journal papers	≥7	0
Events & conferences	Presentations at conferences	≥8	4
	Fair and key market events attended	≥10	2
In-house workshop	Researchers/engineers attending	≥250	0
Exhibitions	Contacts in automotive sector	≥100	3,571
	New initiatives	≥20	1
Secondments	Knowledge transfer for industrials	≥6	1
Workshops	Training packages	≥5	0
	Attendees/ workshop	≥30	0
Trade media publications	Documentaries or podcast episodes	5	1
	Viewers	≥50,000	25,000
Design practices	Copies distributes to automotive industry	≥1,000	0
Press releases	Publications	≥6	8
Newsletters	Regularity	Monthly	12
	Readership	≥80,000	7,403
Bulletin	Readership/quarter	≥2,500	94

<b>Postcards and flyers</b>	Copies/issue	≥400	0
<b>Posters</b>	Editions	≥20	0
<b>Video Clips (3min)</b>	Editions	≥10	1
	Views	≥1,000	12
<b>Social media</b>	Followers	≥500	115
	Posts/month	≥50	40 (total)

## 3. KPI REPORTING PROJECT YEAR 1

The purpose of this deliverable is to provide the reader with a detailed overview of the communication and dissemination activities in the SALIENT project in year 1. Much has been achieved in terms of creating awareness of the SALIENT activities, and as the project will continue for two more years, these activities will provide a good basis for an effective communication and dissemination strategy.

### 3.1 WEBSITE

The following sub-sections detail the activities on the project website ([www.salient-project.eu](http://www.salient-project.eu)), a full documentation of the reporting and of all KPIs can be found in Annex I: W.

#### 3.1.1 Homepage

The SALIENT website is the central hub for conveying the identity, dissemination and communication of the project and contains detailed news, updates and objectives, and presents the consortium, which consists of a wide range of entities from a diverse set of European countries. Additionally, on the official website, in the library section, visitors can find all of SALIENT's communication materials such as brochures, posters, videos and flyers, articles and papers about the activities of the project and in the future. The website is where the design concepts and obtained datasets will be published as well, which are of high interest to the industry. A link with quick access for the consortium partners has been added as a digital repository that authorised partners can access and exchange information. The success of the website can be derived from the KPI figures presented above, in which the monthly number of visitors already averaged at about half of the target KPI until the end of the project. In total, 7,695 visits by 7,403 visitors were registered on the website, which averages 641 visits per month (divided by 12 months). These figures indicate that the visitors have shown interest in SALIENT and return to the website often for further information on specific parts of the website (targeted visits). Since not many results or resources have been published yet, it can be expected that the targeted number of visitors (1,000 per month) can be achieved over the entire duration of the project as an average.

#### 3.1.2 Downloads

Regarding downloads, since no resources or downloadable contents have been uploaded and published within the first year of the project, there is not a specialised system installed analysing the downloads on the website. This task will be developed in year two of the project to provide feedback. In particular, once dissemination materials and the first design concepts become available. Furthermore, M18 of the project marks an important moment in the project, since all project deliverables until that date should be approved and published following the scheduled interim review of the project by CINEA. This publication can also be expected to draw considerable attention to the website and increase the number of downloads significantly.

## 3.2 SCIENTIFIC PUBLICATIONS

Within the first year of the project, no scientific journal publications have been authored by project partners. However, 2 conference papers have already been published and 6 more abstracts have been accepted for future conferences (all open access). These conference

papers could eventually be amended by further research results and published as scientific publications. Once the project yields more detailed results and insights, a wide range of collaborative open access publications are envisioned, probably towards the last year of the project's implementation.

## 3.3 EVENTS & CONFERENCES

During the implementation of the project in year 1, the contacts made with representatives of the automotive sector, including car manufacturers, designers, legislators, test houses, and other entities have exceeded by far the estimated KPI. Approximately, 3,571 persons have been reached, a number that shows the big impact of the project and the positive impression of the activities taking place as well as the wide network of the consortium in the relevant industries. Although the consortium partners have not attended many conferences or exhibitions so far, the high interest and effectiveness of such events has already become clear within the first year of activities.

### 3.3.1 Presentations at Conferences

SALIENT has participated in four events and conferences in year 1 of the project aiming to network and engage with the audience and present them with the objectives and activities of SALIENT. Attendance at the events and conference was a great opportunity to communicate the activities to the public and raise awareness amongst the target groups. The following list contains all events and presentations attended by the partners:

*Table 3. Conferences and events attended during Year 1*

Conference Name	Location	Date	Partners	No. of contacts
<b>JEC World</b>	Paris, France	25-27 April 2023	BAX	50
<b>LightMe Final Conference</b>	Milan, Italy	11-12 May 2023	CTAG, UNN	30
<b>European Lightweighting Network Conference</b>	Stockholm, Sweden	08-09 June 2023	BAX	10
<b>Tübitak National Info Day</b>	Online	23 May 2023	ASAS	75

During the LightMe conference, two papers authored by the Academic and Scientific Coordinator of SALIENT, University of Northumbria were presented:

1. "Optimizing the bumper beam and crash box of a vehicle with shape memory alloys for crashworthiness" (Mohab Elmarakbi, Ahmed Elmasry, Yongqing Fu, Ahmed Elmarakbi)
2. "Shape Memory Alloys (SMAs) based Composites for Automotive Crashworthiness Applications" (Engy Ghoniem, Ahmed Elmasry, Wiyao Azoti, Mohab Elmarakbi, Yongqing Fu, Ahmed Elmarakbi)

Furthermore, the consortium has already submitted 6 abstracts to the Transport Research Arena (TRA) conference, which will take place in Dublin, Ireland on 15-18 April 2024. While this conference will not offer many opportunities to liaise with industry partners, it is a recognised and renowned platform to exchange amongst other EU-funded actions, research centres and

universities and the European Commission. The forum will enable SALIENT to gather insights from previous works and discuss with specialists of automotive manufacturing and materials in an unconstructed way. Finally, the conference papers have the option to be published also in a dedicated scientific open-access journal to reach also the wider European and global scientific society.

### 3.3.2 Fairs and Exhibitions

The consortium partners also attended more commercial-oriented events, where the partners connected directly to manufacturers and OEMs to raise awareness of SALIENT and its activities. Trade fairs or exhibitions provide a great platform for this particular project, since the connection to the industry for exploitation and market uptake purposes is one of the key focuses of the consortium to improve real-world car models and designs as a landmark project on a European and even global scale. The table below summarises all fairs and exhibitions that were attended by the consortium:

*Table 4. Trade fairs and exhibitions attended during Year 1*

Conference Name	Location	Date	Partner(s)	No. of contacts
<b>SAHE Hybrid and Electric Motor Show</b>	Valladolid, Spain	14-16 April 2023	CIDAUT	42
<b>JEC World</b>	Paris, France	25-27 April 2023	BAX	50

In both trade fairs and exhibitions indicated above, the partners ran their own stand and were present during the entire duration of the trade fair.

## 3.4 IN-HOUSE WORKSHOP

Although the first of two in-house workshops were scheduled to take place in M12 (August 2023), it was decided by the consortium to postpone this for two main reasons. Firstly, the month of August is a difficult month for events in terms of attendance rates, since it falls into many colleagues' holiday periods. Secondly, it seems more beneficial for the colleagues, students and collaborators of the consortium partners to attend in-house workshops later on in the project, when results emerge, results which they can then integrate into their daily work and cooperation with external partners to further boost the dissemination and exploitation routes of the project. The workshops should be designed in such a way that their contents are easily adaptable to the respective audience of the workshop, which may vary across organisations and departments and ranges from university students to seasoned specialists and engineers.

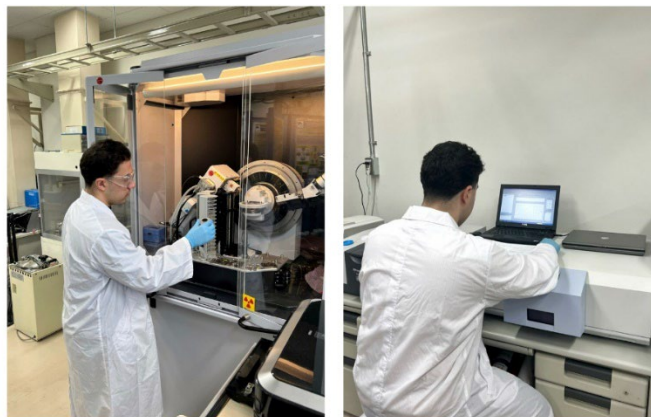
## 3.5 NEW INITIATIVES

So far, no initiatives have been approached and similar to other activities and the outreach in particular to the automotive industry, the consortium has decided to approach initiatives at a later stage of the project lifetime. Once the design concepts are available, approved and validated, they can be shared in a targeted and intentional way with specific existing initiatives or alternatively, the consortium could create a new initiative with the aim of boosting the uptake of the SALIENT FES design concepts. In order to effectively influence and inform policy decisions, it is important to present the initiatives with expressive facts and share final results with them. While a first outreach to existing initiatives may be started earlier in the project, official collaborations with them should be undertaken at a later stage.

### 3.6 SECONDMENTS

Thus far, one secondment has been completed between University of Northumbria Upon Tyne and the Japanese National Institute for Material Science in Tsukuba, Japan. Mr. Mohab Elmarakbi of UNN took part in an intensive and insightful exchange with the Institute, benefitting his further work in SALIENT. Another secondment placement has already been agreed upon between the consortium and Jaguar Land Rover (a member of the SALIENT External Advisory Board), although it has not yet been decided which consortium partner will take part in the secondment.

The secondments offer a great opportunity for professionals to learn from each other and for companies or institutes to get insights into the project findings first-hand. In the upcoming years, more secondments will take place that have a high impact on the project, providing simultaneously cutting-edge knowledge and increasing the project’s network.



The exchange was a full success, supporting SALIENT objectives and **advancing University of Northumbria staff member's knowledge and understanding** over the techniques of analysis for nanocomposites. On the other hand, the secondment also brought **attention to the Japanese network and sparked interest within the NIMS institute** for the project and its objectives.

**Lessons learned** during the secondment:

- In depth analysis of various composites and identification of fabrication on testing processes required depending on the desired data and information that needs to be obtained.
- Preparation of various materials and composites for a wide range of analysis, including mechanical, chemical, and thermal analysis.
- Analyse and identification of various characteristics techniques of the nanocomposites.

Authors: Mohab Elmarakbi (University of Northumbria) & Friederike L. Kühl (Etelätär Innovation)

Figure 1. News article about first SALIENT secondment on project website

## 3.7 WORKSHOPS

### 3.7.1 Training Packages

During year 1 of the SALIENT project no workshop was organised, as the workshop will be a great opportunity for sharing our findings and achievements in the later months of the project. Year 2, building on an effective communication strategy and creation of awareness one year 1, will focus more on the dissemination activities of the project, where workshops will take place to share knowledge and present to the audience the results of the project so far and the positive impact of the outcomes.

## 3.8 TRADE MEDIA PUBLICATIONS

### 3.8.1 Documentaries or Podcast Episodes

One very relevant media coverage has already taken place in year 1. The project coordinator Raquel Ledo was interviewed by the news channel G24, the most viewed local station in Spain with more than 145,000 viewers per day, and 25,000 viewers of the live programme, where she explained the scope of the project, the project’s expected outcomes and how beneficial they can be for society. The video<sup>1</sup> was aired during primetime TV hours.

2022  
31 Oct

#### G24 News Coverage



The regional news channel G24 covered SALIENT during one of its programmes. The journalists conducted and interview with Project Coordinator Raquel Ledo at the CTAG headquarters in O Porriño (Spain). Although the channel broadcasts exclusively in Galician language, it has a regular viewership of 145,000 viewers every day and is the leading TV station in Galicia as well as the most viewed local TV station in all of Spain. [1]

[Learn more \(In Galician\)](#)

Author: Friederike L. Köhl (Etelätär Innovation)

Source: CRTVG / G24.gal

[1] <https://www.g24.gal/-/a-tvg-lider-en-galicia-e-entre-as-canles-autonomicas-en-2022>

Figure 2. G24 interview on live television

<sup>1</sup> <https://youtu.be/GgmHE0hzDrM>



### 3.8.2 Viewers

Including both audiences following the programme live on TV and later in the channel's digital repository, the total number of spectators can be estimated to be roughly 25,000 individual persons, making up 50% of the KPI for the entire project duration and marking therefore a great success for the communication of the project to a wider audience and the general public.

## 3.9 DESIGN PRACTICES

Although the first version 3D of the design is prepared, the design copy needs to go through several additional project stages to be finally approved, including simulations, validation, manufacturing and crash testing. For this reason, the design practice of the project will be one of the outcomes by the end of the project, in year 3. The design copy will be firstly validated, so that is officially approved, then at a second stage, the design will be manufactured and ready for use.

## 3.10 PRESS RELEASES

In year 1 of the project, the publications have exceeded already the KPIs, as 8 individual press releases have been published, attracting significant attention (27 likes, 2 comments and 1 repost on social media). The title of the press release launched on 21 October 2022 is provided below and can be found on the partner's websites and social media channels:

- *EU-funded initiative seeks to develop novel, Lightweight vehicle structures that are safer, circular and lighter<sup>2</sup>.*

## 3.11 NEWSLETTERS

### 3.11.1 Regularity

In year 1 of SALIENT 12 pieces of news were released (approximately 1 per month) informing the public about news, updates and more details related to the project's activities. By informing the audience about the project actions and providing updated information, the dissemination team will be able to reach a large number of people by the end of the project in year 3 and ensure international media coverage, as the consortium consists of partners from a wide range of different countries. In the upcoming years, more pieces of news informing the public about the projects latest news can be expected, providing the audience with the latest results and outcomes, and always at a rate of minimum 12 per year.

## 3.12 BULLETIN

### 3.12.1 Readership

To date, there are 94 subscribers to the newsletter bulletin in year 1. As cooperation in the project is essential, all partners have been encouraged to promote the newsletter

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<sup>2</sup> <https://www.linkedin.com/feed/update/urn:li:activity:6991439314110824448>

subscription to colleagues and people interested in this field to achieve the KPI. Considering the wide range of 12 partners in the consortium, from different countries and industries and the networks all have created throughout the years, in year 2, a third of the number of the KPI subscribers can be achieved (750) and in year 3, where the results of the project will be more visible and the project will have gained publicity, the consortium will be able to achieve the KPI number with an additional 1,656 contacts. The previous editions of the newsletter can be found in Annex II: Newsletter A.

### **3.13 POSTCARDS AND FLYERS**

During year 1, the partners focused on creating awareness of SALIENT and online communication tools, such as press releases, pieces of news etc. The printed materials of the project will be prepared in year 2 explaining the main goal and objectives of the project acting as a “business card” of SALIENT for conferences and events. As the number of the KPI is achievable, in the next two years of the implementation of the project, the copies will be distributed as an effective communication kit with a presentation of the SALIENT project.

### **3.14 POSTERS**

To date, there is no final design of a poster for the SALIENT project. In the following two years, the 20 posters programmed will be displayed at different events and venues and include updated and relevant information on the aim of the project and the objectives. The posters will be created as a tool to promote SALIENT at events, conferences and other venues to increase the networking opportunities. This includes both posters for communication purposes (informing about the project in general) and scientific posters, which focus on particular papers or pieces of research conducted within the project for dissemination purposes to technical or scientific professionals.

### **3.15 VIDEO CLIPS**

#### **3.15.1 Editions**

One video clip has been published within year 1 of the project is a recording of the live TV show G24, in which project coordinator Raquel Ledo appeared and introduced the project. Upon permission from the station, the consortium embedded the video on the project website. It is foreseen that each project partner creates at least 1 video about their activities in the project, when their work becomes most graphic and easy to explain. Also, a series of short recorded video interviews is planned to take place at the next General Assembly meeting in Turin, Italy in September 2023, to introduce the researchers working on the project and their organizations.

#### **3.15.2 Views**

A re-upload of the interview attracted 12 views on the video platform YouTube.

## 3.16 SOCIAL MEDIA

The following sub-sections present the main outcomes of the social media activities, a full reporting and analysis can be found in full in Annex III: Social Media A.

### 3.16.1 Followers

As we are living in a digital era, we stay connected and up to date through the internet and social media plays a very crucial role in creating awareness about the project and reaching the target audiences. SALIENT is active on 2 social media platforms, LinkedIn and Twitter, with a total of 115 followers between the two of them.

On LinkedIn the project already counts on 90 followers: 22.2% located in Spain, 18.9% of the followers located in the area of United Kingdom, 18.9 % in the area of Turkey and others located in Germany. The international character of the project can identify from the fact that followers are from different continents and countries, for instance: France, Estonia, Portugal, Poland, Ireland, Austria, Greece, India and the United States of America.

SALIENT project is also active on Twitter, since September 2022, with 25 followers in total.

### 3.16.2 Posts/month

The LinkedIn page was created on 20 July 2022, as a powerful tool to build a network in the professional community. Projects news and updates on the activities are regularly shared, to keep up-to-date communication between the followers. To date, 20 posts have been made with a great impact on the audience and reposted by the partners and the people following the SALIENT project. The page has a total of 323 page views with 142 unique visitors and 18 custom button clicks. In the following years, we will continue providing posts about our activities and relevant news, to ensure that individuals and organisations receive adequate information about SALIENT.

During year 1, 20 tweets have posted with a satisfactory number of impressions and reposts. Tweets about the SALIENT project include news, updates and pieces of news with links to articles related to the project and the latest SALIENT activities taking place. The SALIENT account, using the logo as a profile page and under the name @SALIENT\_EU, is a platform where the audience can interact and exchange instantly ideas and comments on the topic. Currently, the @SALIENT\_EU account has earned 2,472 impressions, with 36 likes on the tweets and 8 link clicks on the official SALIENT tweets.

## 4. MITIGATION STRATEGIES

For the upcoming 2 years of the project, some priorities need to be set and mitigation strategies should be developed and applied, to ensure that all dissemination and communication goals are reached and - where possible - additional actions are added to the strategy. A special focus should be put on those KPIs that have not been started yet, namely:

- Downloads from the website, with a target for the next year of min. 40;
- Scientific OA publications in journals, with a target for the next project year of min. 3;
- A series of in-house workshops amongst the partners, with a target attendance for the next year of min. 100 persons attending;
- Two series of training package workshops for external persons, with a target attendance for the next year of min. 60 persons attending;

- A first round of design copies, with a target circulation for the next year of min. 200 to industry partners;
- Dissemination materials of brochures, flyers and roll-ups, reaching the set KPIs.

Furthermore, it seems wise to intensify the work specifically on those KPIs which have been started but have not performed well within the first year, namely:

- Reach out and establish already an early link to existing initiatives, also to identify possible gaps to found new initiatives, which close current oversights.
- Draw the attention of a wider readership to the SALIENT project newsletter and news articles on the website, by integrating a call to action for subscribers on all dissemination materials, the website and the presentation templates by design. Also, all consortium partners and the External Advisory Board (EAB) are encouraged to promote the channels to their colleagues, partners, customers and wider network to ensure a significant increase in subscribers.

## 5. EDITORIAL YEAR 1 & YEAR 2

For the last two years of the project, the following editorial plan is proposed and developed further as a living document and in collaboration of the consortium partners, the EAB and the sister projects of SALIENT. It can be seen as a flexible schedule, which may adapt depending on the production of results and the timing of deliverables, events, seasonality or dissemination opportunities.

Project Year	Year 1												Year 2												Year 3											
Calendar Year	2023				2024				2024				2025				2025																			
Calendar Month	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug											
Project Month	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36											
<b>Internal</b>																																				
Deliverable	X												X														X									
WP7 Meeting		X		X		X		X		X		X		X		X		X		X		X		X		X										
Newsletter		X			X			X			X			X			X			X			X			X										
Materials	X													X			X			X			X			X										
<b>External</b>																																				
Events & Conferences					X		X		X										X																	
Exhibitions & Fairs								X		X									X																	
In-house workshop							X												X																	
External workshop				X						X						X					X		X			X										
Secondment								X			X					X		X			X		X			X										
Press release		X													X											X										
Video clip			X					X							X						X					X										
Publication				X				X											X		X		X			X										

Figure 3. Editorial calendar overview for year 1 & year 2 of the SALIENT project

## 6. CONCLUSIONS

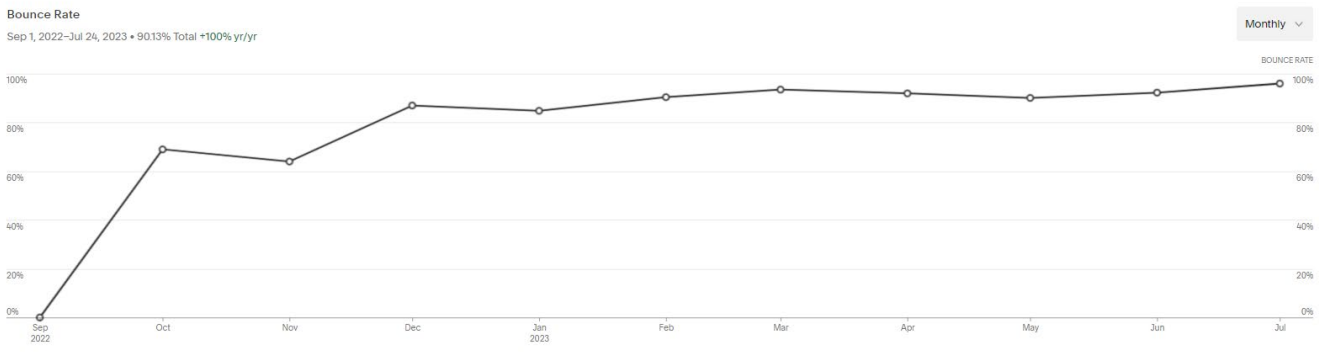
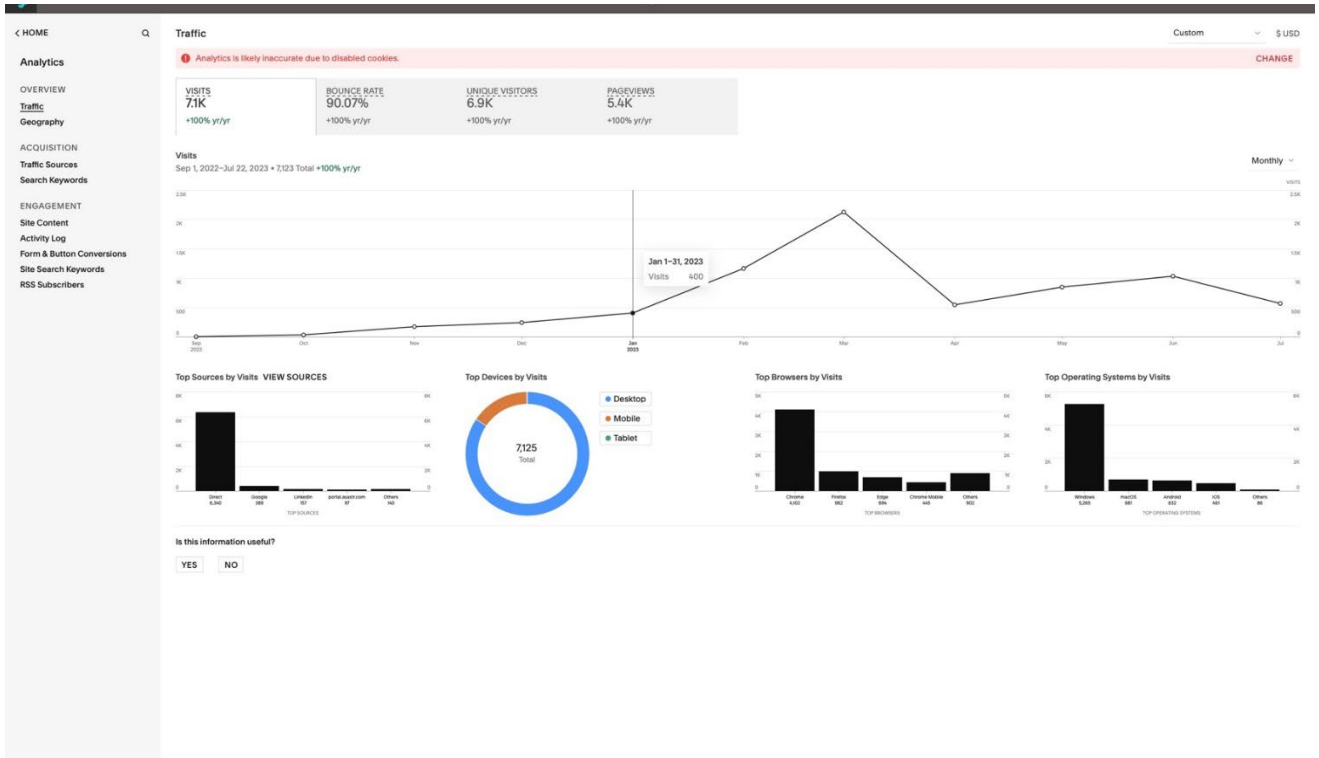
The deliverable D7.4 for the SALIENT project has summarised the activities and achievements made in year 1 and has outlined the future activities of the communication and dissemination actions for the following two years of the project. It has outlined the activities completed in year 1, the KPIs accomplished in this early stage of the SALIENT project and suggestions for the upcoming years for a successful communication and dissemination strategy between all partners.

Another two editions of this deliverable will be published within the next years of the project, giving another interim overview and a final report of the dissemination and communication activities and their success.

It has proven helpful to review the dissemination & communication of the project before the interim report to the European Commission (marking the halfway of the project) in order to be able to correct the course of action for the dissemination & communication strategy of the consortium.

# ANNEX I: WEBSITE ANALYTICS

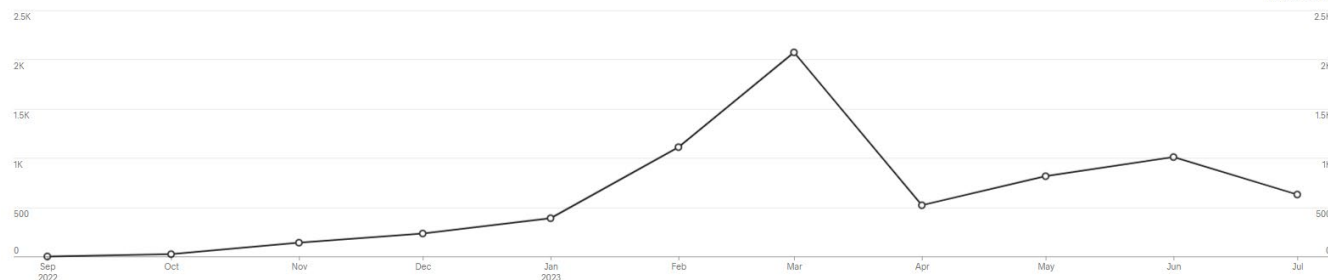
Both the reporting for the website (over the entire year 1 of the SALIENT project) as well as the newsletter can be found below:



Unique Visitors

Sep 1, 2022–Jul 24, 2023 • 6,930 Total • 100% yr/yr

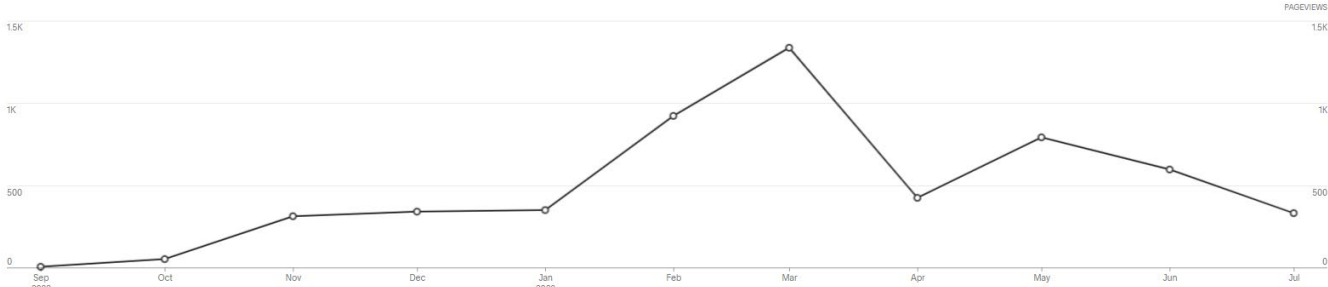
Monthly ▾



Pageviews

Sep 1, 2022–Jul 24, 2023 • 5,464 Total • 100% yr/yr

Monthly ▾

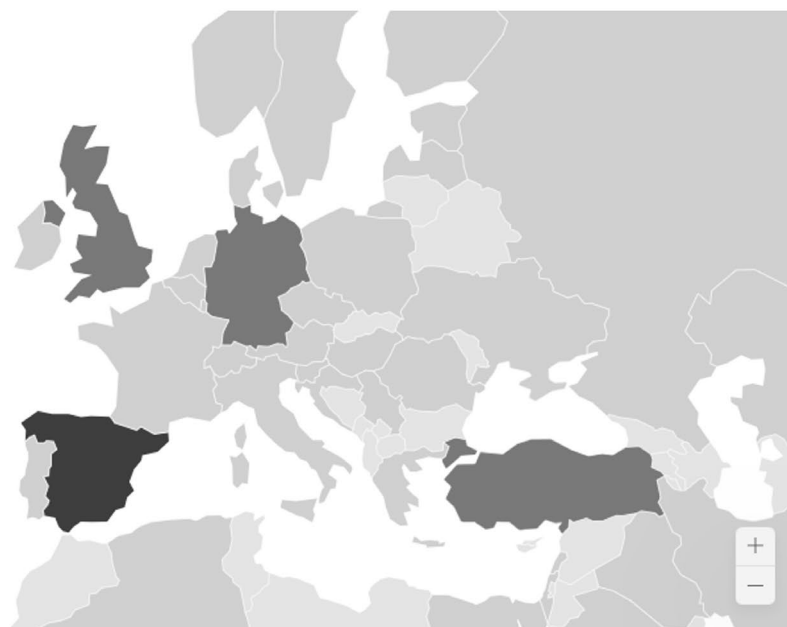


Visits by Country

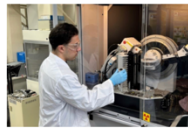
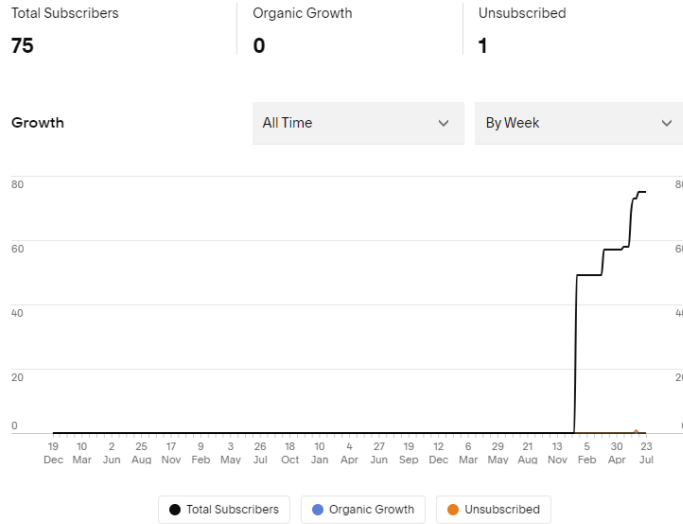
Sep 1, 2022–Jul 24, 2023 • 7,189 Total

Location

- ▶ ES Spain
- ▶ TR Turkey
- ▶ DE Germany
- ▶ GB United Kingdom
- ▶ US United States
- ▶ AT Austria
- ▶ IT Italy
- ▶ NL Netherlands
- ▶ FR France
- ▶ PL Poland
- ▶ FI Finland
- ▶ GR Greece
- ▶ BE Belgium



**SALIENT In Action** ...



2023 · 08/06/2023

**Exchanging Beyond Continents: First SALIENT Secondment Comes to an End**

One major focus of the SALIENT project is a close collaboration with industry partners and the wider scientific community.

[Read More](#)



2023 · 18/05/2023

**SALIENT Partners Attend LightMe Final Conference**

As the EU-funded LightMe Project is coming to an end in June 2023, the project organised and hosted an international conference on the premises of the Polytechnic University of Milan in Milan, Italy last week (11 & 12 May 2023).

[Read More](#)



2023 · 17/05/2023

**SALIENT External Advisory Board Takes Up Work**

The SALIENT External Advisory Board has been successfully established and plans on holds a first kick off meeting on 23 May 2023.

[Read More](#)



2023 · 24/03/2023

**SALIENT Creates Bilateral Alliances**

Apart from the existing Cooperation Agreements (CA) SALIENT already has with the ELCA network and the AMULET project, Exploitation Manager BAX & Company has secured 7 additional strategic partnerships.

[Read More](#)



2023 · 09/03/2023

**Second SALIENT General Assembly a Success**

The second General Assembly of the SALIENT consortium took place on 08 and 09 March 2023 in La Nucia, Spain.

[Read More](#)



2023 · 01/03/2023

**SALIENT and AMULET projects join forces to amplify European lightweight material uptake**

Following the kick-off of several strategic alliances and partnerships, the AMULET and SALIENT Projects have signed a mutual collaboration agreement to establish a medium- and long-term strategy on successful cross-fertilisation and dissemination of results.

[Read More](#)



# ANNEX II: NEWSLETTER ANALYTICS

SALIENT In Action #1-2023



## SALIENT In Action

Newsletter Issue #1-2023

*SALIENT In Action is the quarterly e-Newsletter of the EU-funded SALIENT Research Innovation Action, sharing news on the progress of the project activities along its duration.*

### SALIENT kick-off-meeting a success

The first SALIENT Consortium Meeting took place on 20-21 September 2022 at the headquarters of Project Coordinator CTAG (Automotive Technology Centre of Galicia) in O Porriño, Galicia, Spain. All consortium partners were present during the 1.5 day long event. It presented an excellent opportunity to review the upcoming work and exchange on all immediate cross-organisational collaborations.



[Read Article](#)

### TV Channel G24 promotes SALIENT Project

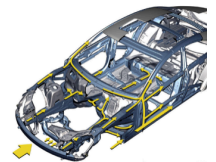


Galician TV channel G24 covered a news story on SALIENT on 31 October 2022, including an interview with Dr Raquel Ledo, who leads the SALIENT Consortium. The interview and clipping are in local Galician language and reached up to 145,000 persons, who watch the channel every day.

[Read Article](#)

### First step: Reviewing crash-configurations and structural requirements

SALIENT has already completed two important pieces of research by the end of the year 2022. The two deliverables are closely inter-related and intertwined and together they will feed into a final task of the first SALIENT work package. Find out more about the basic research of crash configurations and subsequent impact on the definition of design, crash testing and simulations.



[Read Article](#)

### SALIENT website and newsletter launch



The project website gives visitors an insight into the objectives and purpose of the project, introduces the consortium partners and contains a library, which will contain all datasets and publications open to the public. It will evolve further as the project progresses and more contents become available to share.

The first newsletter edition of "SALIENT In Action" has been launched as well and will appear on a quarterly basis until the end of the project in summer 2025. Subscribe to stay up-to-date on all project activities and key milestones.

[Visit Website](#)

[Subscribe to Newsletter](#)

### News of Interest

#### Volkswagen pick-up fitted with additively manufactured front-end structure



The project is aimed to bring new technology and classic engineering together. It demonstrates the vast potential of harnessing additive manufacturing as an industrial production tool.

**SALIENT In Action #1-2023**

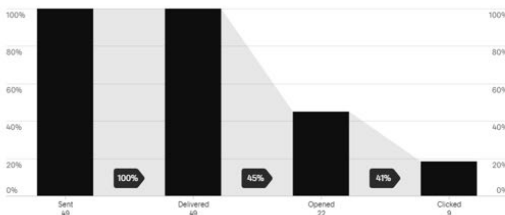
Sent on Jan 23 at 4:57pm



Recipient List SALIENT In Action

Unique Recipients 49

Sender Profile SALIENT Project



Delivered	49 >
Opened	22 >
Unsubscribed	0
<b>CLICKS</b>	
salient-project.eu	4 >
salient-project.eu/news/d11-and-d12	3 >
salient-project.eu/news/kom-2022	3 >
smart-transportation.org/	2 >
salient-project.eu/news/g24-2022	2 >
salient-project.eu/subscribe	1 >
metal-am.com/volkswagen-pick-fitted-additively-manufactured-front-end-structure/	1 >
compositesworld.com/news/faurecia-advances-biocomposites-recyclability-reduced-co2-and-sustainability-in-automotive	1 >



**Second SALIENT General Assembly a Success**

The second General Assembly of the SALIENT consortium took place on 8 and 9 March 2023 in La Nucia, Spain. The event was hosted by Communication & Dissemination Manager [Etelátar Innovation](#) and united all partners in a hybrid format. During the two day event, the consortium took the opportunity of being together in person to review the work completed in the first 6 months of the project and plan the way ahead.



[Read Article](#)

**SALIENT In Action**

Newsletter Issue #2-2023

SALIENT In Action is the quarterly e-Newsletter of the EU-funded SALIENT Research Innovation Action, sharing news on the progress of the project activities along it's duration.

**SALIENT Creates Bilateral Alliances**

Apart from the existing Cooperation Agreements (CA) SALIENT already holds with the ELCA network and the AMULET project, Exploitation Manager BAX & Company has secured 5 additional strategic partnerships. Aim of these partnerships is to create an active community of knowledge exchange between projects and policy initiatives in different phases of their project cycle.



[Read Article](#)

**SALIENT and AMULET projects join forces to amplify European lightweight material uptake**

Following the kick-off of several strategic alliances and partnerships, the AMULET and SALIENT Projects have signed a mutual collaboration agreement to establish a medium- and long-term strategy on successful cross-fertilisation and dissemination of results.



[Read Article](#)

### SALIENT joins European Lightweight Cluster Alliance (ELCA)



SALIENT joins the [European Lightweight Cluster Alliance \(ELCA\)](#), following the active involvement of several SALIENT Consortium partners in it. The alliance is a collaborative initiative to **accelerate the uptake of lightweight materials** across industries. It unites researchers, manufacturers and industry under one roof and connects partners across a network of 1,300+ corporations, Small and Medium sized Enterprises (SMEs) and Registered Training Organisations (RTOs).

[Read Article](#)

### SALIENT partners attend the Road Transport Research Conference 2023



Several SALIENT consortium partners attended the **Road Transport Research (RTR) Conference over 3 days (14-16 February 2023) at the Blue Point venue in Brussels, Belgium**. The conference is the landmark event for EU-funded research and innovation actions (RIAs and IAs) and gathered in total **61 EU-funded projects** this year. More than **400 persons** attended the event in person and the sessions are also published on the event's [Youtube channel](#).

[Read Article](#)

## News of Interest

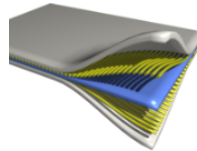
### LCA in Automotive Ecodesign



Electric vehicles produce no carbon dioxide during driving. But what about the production, maintenance, electricity consumption for battery charging and the eventual disposal of the vehicle? All these things have to be taken into account before we can decide what is better for the environment. This is of course what life cycle assessment (LCA) is all about.

[Read Article](#)

### Automotive Composites Market Size is estimated to grow by from 2023 to 2029, rise in demand for electric vehicles



The demand for lightweight components in automotive parts to improve fuel efficiency and reduce emissions to comply with EU legislation drives the market for automotive composites.

[Read Article](#)

### “Sensors for Electric Vehicles: Challenges, Advances & Applications” Seminar



SALIENT partner project REVOLUTION is holding a joint seminar on sensors for electric vehicles together with the LEVIS project on 10 May 2023 at 10:00-12:00 CET online. Registrations are open via the button below.

[Register](#)



## SALIENT In Action

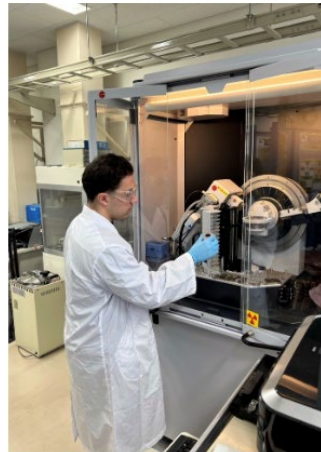
Newsletter Issue #3-2023

*SALIENT In Action is the quarterly e-Newsletter of the EU-funded SALIENT Research Innovation Action, sharing news on the progress of the project activities along its duration.*

### Exchanging Beyond Continents: First SALIENT Secondment Comes to an End

One major focus of the SALIENT project is a close collaboration with industry partners and the wider scientific community. In order to develop safer, lighter, circular and smarter, the consortium needs to **base its research on the market reality as well as on the state of the art of scientific research.**

**Mr. Mohab Elmarakbi (Senior Researcher at the University of Northumbria)** crossed continents and stayed for almost 2 weeks at the receiving **National Institute for Material Science (NIMS) in Tsukuba, Japan** this last January to complete a secondment.



[Read Article](#)

### SALIENT Partners Attend LightMe Final Conference



As the EU-funded LightMe Project is coming to an end in June 2023, the project organised and hosted an international conference on the premises of the Polytechnic University of Milan in Milan, Italy last week (11 & 12 May 2023).

[Read Article](#)

### SALIENT External Advisory Board Takes Up Work

The SALIENT External Advisory Board has been successfully established and held a first kick off meeting on 23 May 2023. Its purpose will be on the one hand an advisory role of the entire project and on the other hand serves in amplifying the dissemination and exploitation uptake to the industry.



[Read Article](#)

## Events

### EU Green Week Webinar | Towards a more sustainable mobility through the implementation of advanced solutions and lightweight materials in Electric Vehicles



During the EU Green Week, SALIENT's partner project ALMA hosted a webinar organised by the EnlightEVs Cluster, in which they delved into the advancements in sustainable and lightweight vehicle technology.

[Read More & Access Recording](#)

## News of Interest

### Nanoscale 3D Printing: A Catalyst for Innovation in the Automotive Industry



Nanoscale 3D printing, also known as nanofabrication or additive manufacturing at the nanoscale, is a revolutionary technology that has the potential to transform the automotive industry. By enabling the creation of complex structures with unprecedented precision and accuracy, this cutting-edge process is poised to drive innovation in areas such as lightweight materials, energy efficiency, and advanced electronics.

[Read Article](#)

## News of Interest

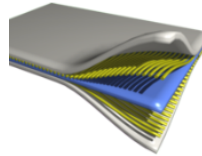
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Electric vehicles produce no carbon dioxide during driving. But what about the production, maintenance, electricity consumption for battery charging and the eventual disposal of the vehicle? All these things have to be taken into account before we can decide what is better for the environment. This is of course what life cycle assessment (LCA) is all about.

[Read Article](#)

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[Read Article](#)

### “Sensors for Electric Vehicles: Challenges, Advances & Applications” Seminar

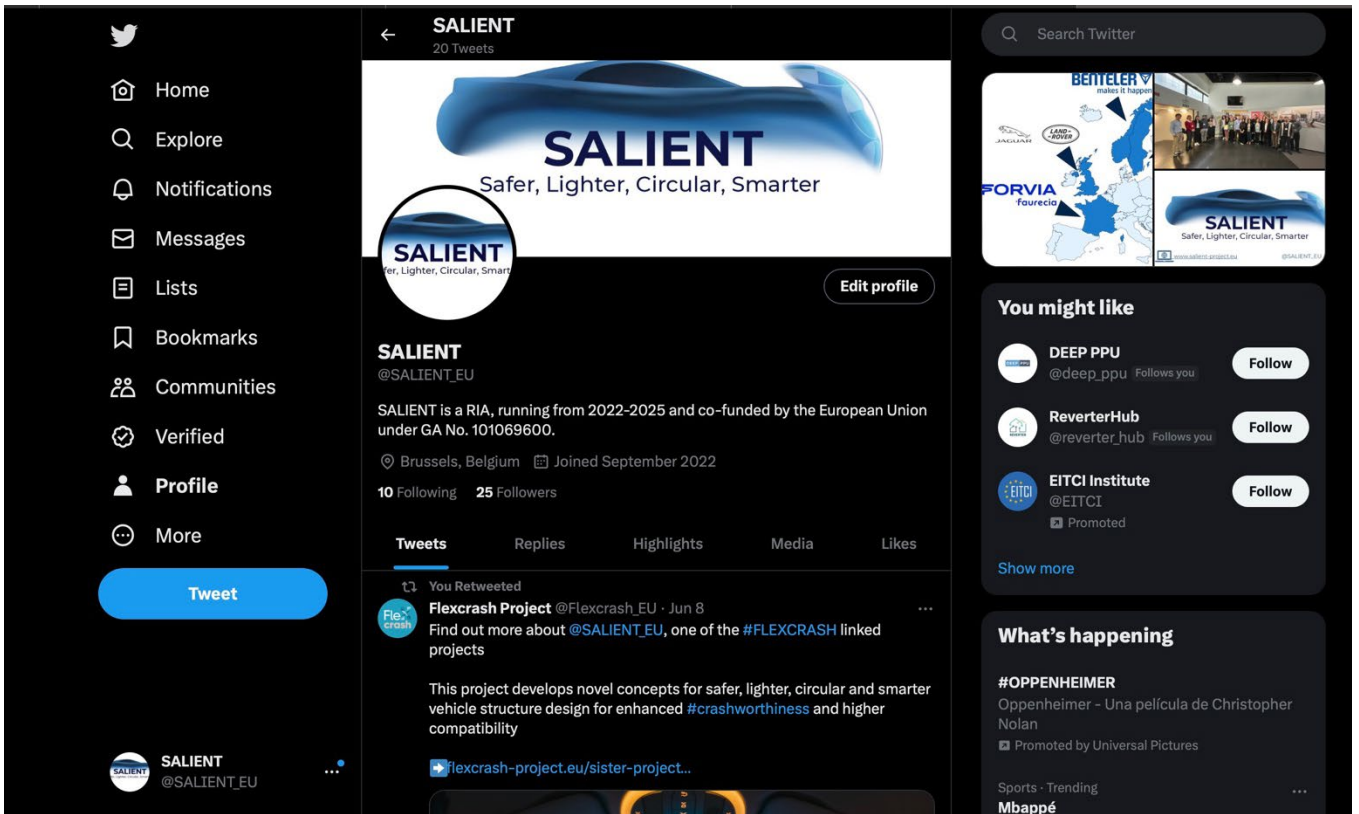
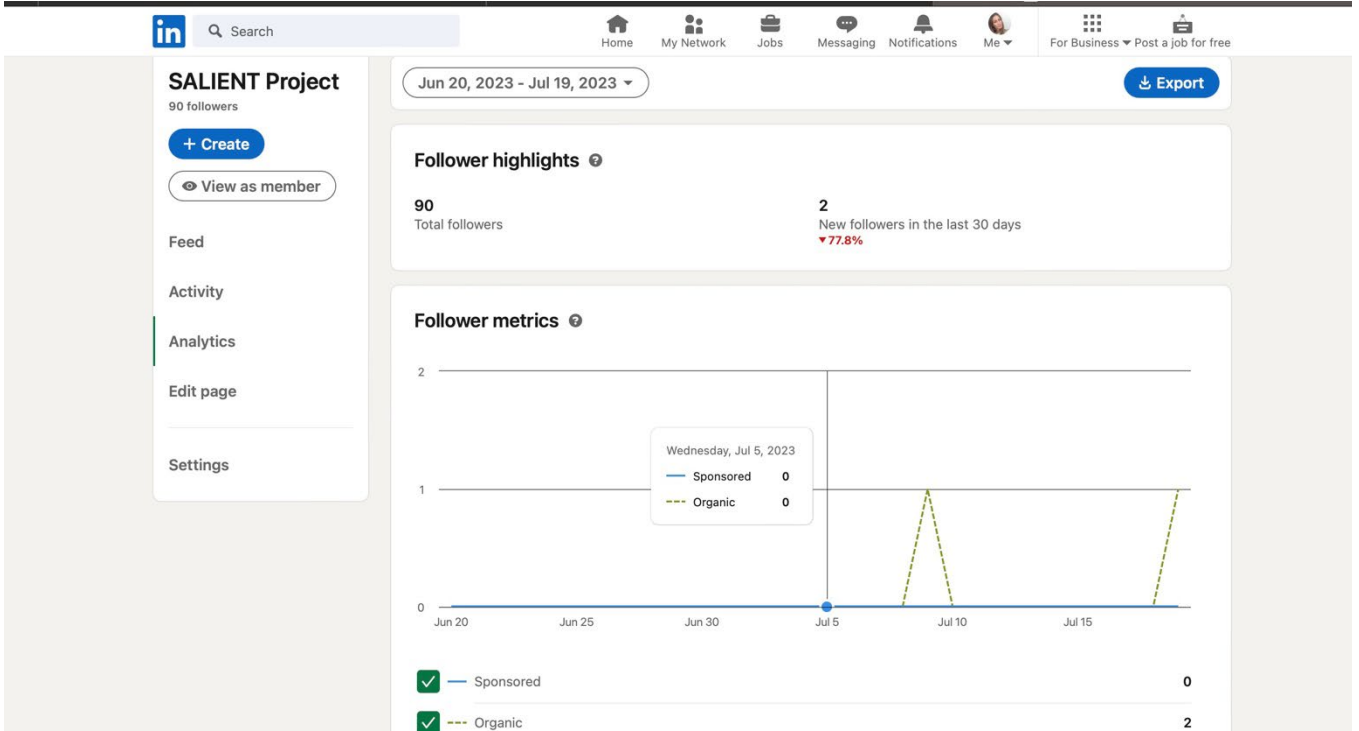


SALIENT partner project REVOLUTION is holding a joint seminar on sensors for electric vehicles together with the LEVIS project on 10 May 2023 at 10:00-12:00 CET online. Registrations are open via the button below.

[Register](#)

# ANNEX III: SOCIAL MEDIA ANALYTICS

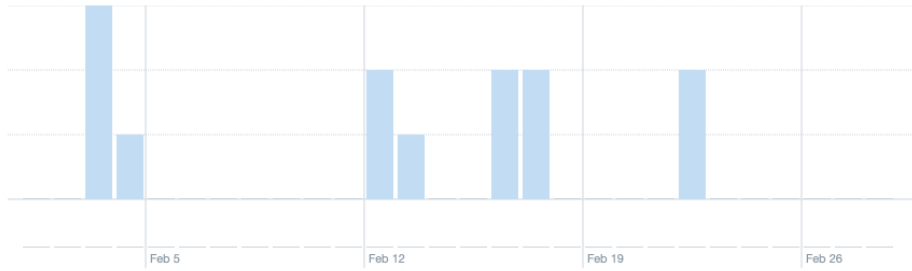
The annual reporting for Twitter and LinkedIn can be found below, including the number of followers and activity reports per months:



[Analytics](#)
[Home](#)
[Tweets](#)
[More](#)
SALIENT
Sign up for Twitter Ads

Tweet activity Feb 1 – Feb 28, 2023 Export data

Your Tweets earned **13 impressions** over this **28 day** period



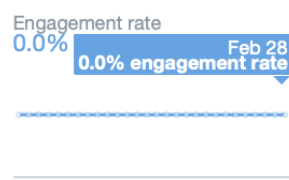
**YOUR TWEETS**  
During this 28 day period, you earned **0 impressions** per day.

[Tweets](#)
[Top Tweets](#)
[Tweets and replies](#)
[Promoted](#)
[Impressions](#)
[Engagements](#)
[Engagement rate](#)

Tweet	Impressions	Engagements	Engagement rate
 <b>SALIENT</b> @SALIENT_EU · Feb 3 Stage 1 of #SALIENT focused on identifying crash-configurations and structural requirements for the development of #revolutionary FES for the #automotive industry. 🚗 Read more <a href="#">salient-project.eu/news/d11-and-d...</a> View Tweet activity	17	1	5.9%
 <b>SALIENT</b> @SALIENT_EU · Feb 3 Follow the SALIENT journey for innovative #lightweight Front-End-Structures (FES) design concepts via our website at <a href="#">salient-project.eu</a> and via our dedicated SALIENT In Action newsletter! 🚗👤 <a href="#">pic.twitter.com/9sXDx346Nj</a> View Tweet activity	15	1	6.7%

You've reached the end of Tweets for the selected date range. Change date selection to view more.

**Engagements**  
Showing 28 days with daily frequency



On average, you earned **0 link clicks** per day



On average, you earned **0 Retweets without comments** per day



On average, you earned **0 likes** per day

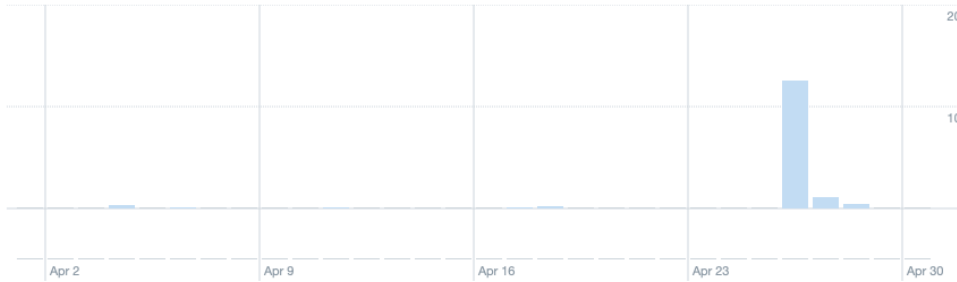


On average, you earned **0 replies** per day

### Tweet activity

April 2023 Export data


Your Tweets earned **148 impressions** over this **30 day** period



**YOUR TWEETS**  
During this 30 day period, you earned **5 impressions** per day.

- Tweets
- Top Tweets
- Tweets and replies
- Promoted
- Impressions
- Engagements
- Engagement rate

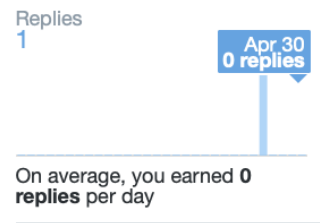
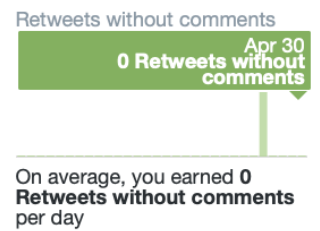
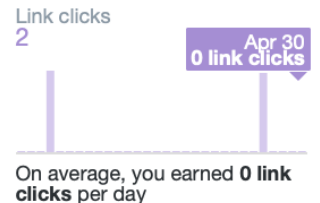
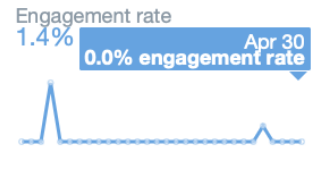
	<b>SALIENT</b> @SALIENT_EU · Apr 26 #lightweight #automotive #automotiveindustry #composites #materialsengineering #electricalvehicles #EVs <a href="#">View Tweet activity</a>	13	2	15.4%
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	<b>SALIENT</b> @SALIENT_EU · Apr 26 Another exciting web seminar by a #SALIENTproject partner is coming up: Join a liaison of @RevolutionH2020 and @EUProject_LEVIS "#Sensors for Electric Vehicles: Challenges, Advances & Applications" on 10 May 2023 at 10:00-12:00 CET! Registrations: <a href="http://eveeno.com/sensors-for-el...">eveeno.com/sensors-for-el...</a> <a href="#">View Tweet activity</a>	155	11	7.1%
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You've reached the end of Tweets for the selected date range. Change date selection to view more.

#### Engagements

Showing 30 days with daily frequency

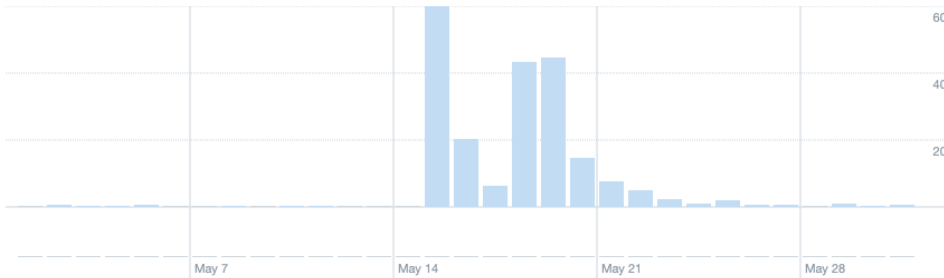




### Tweet activity

May 2023 Export data

Your Tweets earned **2.1K impressions** over this **31 day** period



**YOUR TWEETS**  
During this 31 day period, you earned **68 impressions** per day.

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

**SALIENT** @SALIENT\_EU · May 18  
Last week, #SALIENTproject coordinator #CTAG attended the LightMe international conference in #Milan. 🇮🇹🇮🇹 Scientific and Academic Coordinator @NorthumbriaUni seized the opportunity to #publish 2 conference #papers. 📄💡

Read more and access the papers: [lnkd.in/dThkGUxF](https://lnkd.in/dThkGUxF)  
View Tweet activity

1,099	7	0.6%
-------	---	------

**SALIENT** @SALIENT\_EU · May 17  
Meet the #SALIENTproject external #Advisoryboard! @jaguarlandrover, @forviagroup, @Faurecia, @BENTELER\_Group, @VolvoGroup, @volvocars, @FarplasAilesi & @fordotosan join our journey and vouch to guide and exploit the results of SALIENT. 🤝💬

Find out more: [salient-project.eu/news/eab-kicko...](https://salient-project.eu/news/eab-kicko...) [pic.twitter.com/KIdeHb9te9](https://pic.twitter.com/KIdeHb9te9)  
View Tweet activity

122	17	13.9%
-----	----	-------

**SALIENT** @SALIENT\_EU · May 15  
#SALIENTproject coordinator #CTAG attended the final conference on #lightweight materials project #LightMe in #Milan (@polimi) last week. It presented an excellent opportunity to introduce SALIENT and exchange knowledge. 📄📄 [pic.twitter.com/6gN1PUmnj9](https://pic.twitter.com/6gN1PUmnj9)

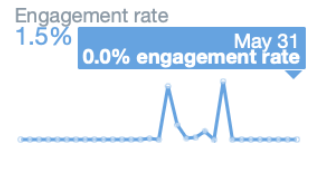
View Tweet activity

852	5	0.6%
-----	---	------

You've reached the end of Tweets for the selected date range. Change date selection to view more.

#### Engagements

Showing 31 days with daily frequency



On average, you earned **0 link clicks** per day



On average, you earned **0 Retweets without comments** per day



On average, you earned **1 likes** per day



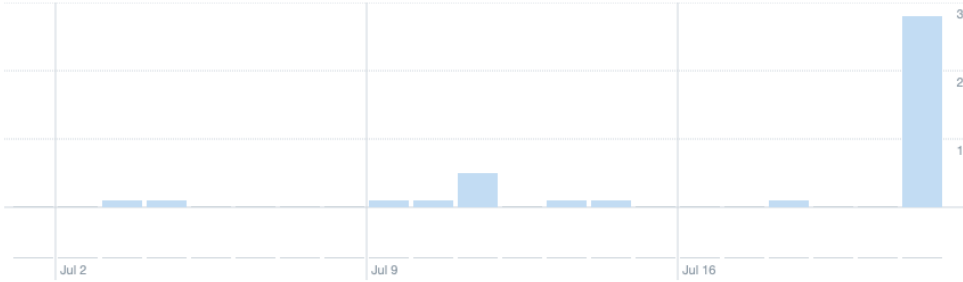
On average, you earned **0 replies** per day

### Tweet activity

Jul 1 – Jul 21, 2023

Export data

Your Tweets earned **12 impressions** over this **21 day** period



**YOUR TWEETS**  
During this 21 day period, you earned **2 impressions** per day.

- Tweets
- Top Tweets
- Tweets and replies
- Promoted
- Impressions
- Engagements
- Engagement rate

Use Tweet Activity to track how your Tweets are doing. [Learn more.](#)

**Engagements**  
Showing 21 days with daily frequency

Engagement rate  
0.0% Jul 21  
0.0% engagement rate

Link clicks  
0 Jul 21  
0 link clicks

On average, you earned **0 link clicks** per day

Retweets without comments  
0 Retweets without comments Jul 21

On average, you earned **0 Retweets without comments** per day

Likes  
0 Jul 21  
0 likes

On average, you earned **0 likes** per day

Replies  
0 Jul 21  
0 replies

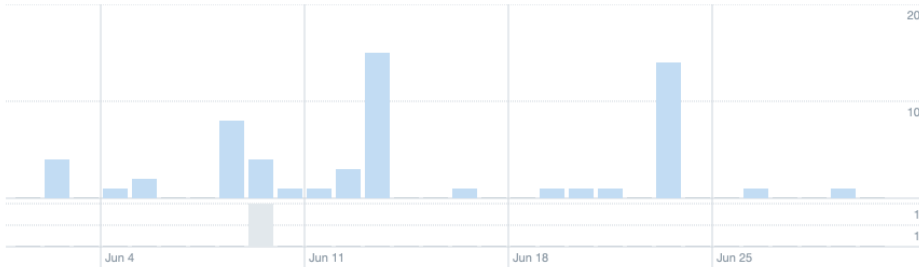
On average, you earned **0 replies** per day

### Tweet activity

June 2023

Export data

Your Tweets earned **59 impressions** over this **30 day** period



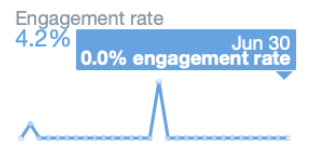
**YOUR TWEETS**  
During this 30 day period, you earned **2 impressions** per day.

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

 <b>SALIENT</b> @SALIENT_EU · Jun 2 Join the <a href="#">@alma_euproject</a> webinar next week on 06 June 2023 at 10:00-11:45 CET "Towards a more <a href="#">#sustainablemobility</a> through the implementation of advanced solutions and <a href="#">#lightweight</a> <a href="#">#materials</a> in <a href="#">#ElectricVehicles</a> " <a href="#">events.teams.microsoft.com/event/47c58983...</a> <a href="#">twitter.com/alma_euproject...</a> <a href="#">View Tweet activity</a>	13	1	7.7%
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You've reached the end of Tweets for the selected date range. Change date selection to view more.

**Engagements**  
Showing 30 days with daily frequency



On average, you earned **0 link clicks** per day



On average, you earned **0 Retweets without comments** per day



On average, you earned **0 likes** per day



On average, you earned **0 replies** per day