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## D7.2: Dissemination Plan – Version 1

Primary Author(s)	Sabina Asanova   VUB Ilaria Torquati   i2m
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Project Coordinator	VRIJE UNIVERSITEIT BRUSSEL (VUB) Joeri Van Mierlo (joeri.van.mierlo@vub.be)

## Contributors

Name	Organisations
Ursula Ofenheimer	i2m

## Formal Reviewers

Name	Organisations
Alois Steiner	ViF

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Vrije Universiteit Brussel  
Pleinlaan 2, 1050 Brussels



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## Executive Summary

The document presents the first version of the Dissemination Plan for the SELFIE project. It sets out main tools and channels through which the consortium will aim at maximally disseminate the results that have been generated throughout the project.

The dissemination plan describes the strategy developed for the activities and results. The document first presents the revision timeline, giving an overview when the dissemination plan will be adapted (if necessary) and sets out the main rules that will be applied during the dissemination activities, including GDPR compliance. It further sheds the light on the main target audience. In the second part of the document we present the main channels, including social media as well as the tools that will be used, such as flyers and newsletters. We also present non-exhaustive lists for the scientific journals and external events at which we plan to present the SELFIE project. Dissemination Plan is concluded with an outline on how we will evaluate and track the dissemination activities.

### Attainment of the objectives and explanation of deviations

The objectives related to this deliverable have been achieved in full and as scheduled at this stage of the project. No deviations occurred.



# 1 Introduction

## 1.1 SELFIE and its objectives

**SELFIE** - 'SELF-sustained and Smart Battery Thermal Management Solution for Battery Electric Vehicles is a project funded under Horizon 2020 programme by the European Union (Grant agreement no: 824290).

SELFIE intends to develop and demonstrate a novel self-sustained compact battery system, consisting of:

- **A smart modular battery pack**, which has excellent internal thermal conductivity properties, a refrigerant cooling system and thermal storage system (heat buffer) capable to absorb excess heat due to fast charging, and which is thoroughly insulated from the outside;
- **An advanced battery thermal management system** capable to keep the battery temperature effectively within the optimal window and to prevent overheating (and battery degradation) due to fast charging.

Successful implementation of the project will significantly increase user acceptance of EVs by enabling fast-charging and offering significant cost reductions and elimination of range anxiety compared to other propulsion technologies.

## 1.2 Rationale

This dissemination strategy is intended to provide a clear and comprehensive approach of the dissemination activities to be implemented during the SELFIE project as well as to provide the project partners with an overview on how the consortium is expected to contribute to the dissemination activities. It provides with an overview not only on how to disseminate, but also on the audience to be targeted and on the tools and channels that will help to spread the word on the results – generated within SELFIE.

Please note that this deliverable should be seen as complementary to the Exploitation Plan developed as deliverable D7.3 and submitted in M6.



## 2 Dissemination Plan – Timeline

The Dissemination Plan shall be considered as a living document to be updated throughout lifetime of the project, according to the project technical progress and external trends and changes.

The first version will set the overall dissemination policy to be followed, identify the relevant actors/target groups, dissemination means and channels and set the proposed time plan and partners' responsibilities. The next two versions will also present the dissemination results (intermediate, final) along with possible updates on the initial plan.

The following table specifies the exact months of the internal revision of the Dissemination Plan and production of revised versions.

Version	Project Month	Title
Version 1	M6	Dissemination Plan – version 1.0
Version 2	M24	Dissemination Plan – version 2.0 (Internal deliverable)
Version 3	M42	Final Dissemination Plan (will be presented as a part of D7.4)

**Table 1 Overview of the timeline for Dissemination Plan**



### 3 Dissemination rules and GDPR<sup>1</sup>

When disseminating the project in all relevant events at local, national, European and international level as well as through other channels, partners will apply the SELFIE Dissemination and Communication Guidelines & Rules defined by the Grant Agreement and the Consortium Agreement.

The following Articles have to be considered by all SELFIE Partners in any dissemination actions:

#### **Consortium Agreement, Article 8.4: DISSEMINATION**

*“During the Project and for a period of 1 year after the end of the Project, the Dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions.” (...)*

#### **Grant Agreement, ARTICLE 29 — DISSEMINATION OF RESULTS, OPEN ACCESS, VISIBILITY OF EU FUNDING**

*“Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)” (...)*

#### **Grant Agreement, ARTICLE 38: PROMOTING THE ACTION AND VISIBILITY OF EU FUNDING**

*“Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must (a) display the EU emblem and (b) include the following text:*

*For communication activities:*

*“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 824290”.*

*For infrastructure, equipment and major results:*

*“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 824290”. (...)*

i2M - along with VUB - will safeguard the appropriate use of the Guidelines & Rules and send regular reminders to the consortium if necessary. Additionally, partners are requested to share with the dissemination leader communication materials (speeches, presentations, posters) in the draft stage.

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<sup>1</sup> General Data Protection Regulation





### 3.1 Collection and processing of personal data

The SELFIE approach towards “Personal data processing and anonymisation” was already described in deliverable D8.1 (Data Management Plan including quality assurance guidelines). In this section, we will focus on the collection and processing of personal data in the framework of the dissemination.

In order to inform interested parties about the project, there will be also external collection of personal data during the project and specific rules will be applied according to the General Data Protection Regulation (GDPR)<sup>2</sup>.

Especially for the SELFIE newsletter contact database, only contacts who have provided informed consent will be added and subscribing to the newsletter will be possible via a GDPR compliant form provided by Mailchimp (see Annex 1). The beneficiaries of the SELFIE consortium will be manually added to the subscriber list, based on their consent in the Grant and Consortium Agreements.

The access to the contact database is restricted to the data controller, in this case, the Communications Manager on behalf of i2m.

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<sup>2</sup> Handbook on European data protection law (2018 edition), European Union Agency for Fundamental Rights and Council of Europe, European Court of Human Rights, European Data Protection supervisor



## 4 Objectives and target groups

The dissemination of the project results and outputs are indispensable for optimizing the value of the project and ensuring a broad impact of the SELFIE project. With this main goal the dissemination strategy establishes the rules and guidelines on how the project will share its outcomes with the target groups and stakeholders. These efforts will not just be focused on the 42 months project duration; it will also be directed at building for continuity of the SELFIE collaboration extending its lifetime (details in deliverable D7.3 Draft of Exploitation Plan).

More specifically, the objectives of the dissemination plan are:

### ➤ INFORM

- communicate/disseminate the knowledge about SELFIE among all types of audiences
- give public evidence of the project results providing the information through relevant communication channels

### ➤ ENGAGE

- interact with international partnerships and counterparts to accelerate the implementation of the research findings
- create synergies with clusters and on-going project activities to facilitate technology transfer and ensure sustainability of the project results

### ➤ PROMOTE MARKET UPTAKE

- raise awareness among potential future customers of the system developed in the project. This becomes relevant in the market introduction phase.
- accelerate the implementation of the research findings

### Target groups:

To reach the goals of the dissemination and exploitation activities, the target audience has been defined as follows:

- The Electric Vehicle community comprising automotive and supply companies ranging from small companies to international operating medium and large sized companies
- R&D community: R&D groups or institutions dealing with thermal management system technologies
- Automotive associations such as CLEPA, EUCAR, EARPA, EGVA or ERTRAC.
- European and national institutions: agencies, legislative authorities, standardization committees (e.g. ISO, CEN, SAE), international organisations and representatives of the European - and national parliaments.



- General public: potential users / customers of EV / wider audience

To reach these target audiences, the different communication channels and activities are used and they are described in the following chapters.

Moreover, most partners are directly or indirectly members of the following associations:

- CLEPA (the automotive supply industry's association)
- CONCAWE (Research association of the European oil industry)
- EARPA (European Automotive Research Partners Association)
- EUCAR (Research council of the European automotive manufacturers)

Additionally, many of them participate in the following technology platforms:

- EG VIA (European Green Vehicle Initiative Association)
- EPOSS (smart systems integration platform)
- ERTRAC (European Road Transport Research Advisory Council)
- ASAM (Association for Standardization of Automation and Measuring Systems)
- AUTOSAR (Automotive Open Systems Architecture partnership);



## 5 Project Identity

An attractive and strong project visual identity is crucial to ensure better visibility and to create a coherent and highly recognisable image of the project.

### 5.1 Logo and Templates

In D7.1 – Project Website & project identity, the project visual identity has been defined within the consortium by creating and making available the project logo and branded templates for written deliverables (MS Word, see format of this report), Minutes of Meeting (MS Word), Meeting Agenda (MS Word) and SELFIE presentations (MS PowerPoint). Partners are strongly encouraged to use these templates when sending out documents or giving presentations.

The identified visual identity will support communication and dissemination measures, such as all kinds of written as well as visual communication about on-going and completed research activities. In pursuance of a consistent brand identity, the design of all project dissemination materials (project flyer, general project presentation, press release, newsletter, etc..) will follow the same style including the project logo.

Microsoft Sharepoint will function as a shared working space, where all partners have access to the dissemination materials and documents.



## 6 SELFIE Dissemination channels and tools

In order to reach a wider audience, a synergy of various communication channels will be used:

- # **Project website** as a principal means of disseminating and exploiting the results and supporting market uptake actions including the possibility to continue the website beyond the project period
- # **Flyer and general project presentation:** to promote the project at internal and external events
- # **Electronic newsletter** to keep interested parties informed of the project progress and results.
- # **Social Media** to raise more awareness when the stakeholders and target groups are reached via posts, and similar activities.
- # **Publications** of scientific papers and articles in national and international magazines to inform the scientific community
- # **Conference(s)** for presenting the SELFIE results or, alternatively, join other relevant national, European and international conferences, eventually securing dedicated sessions.
- # **Workshops and SELFIE Final Event** to wrap up the work and present the findings to a wider audience
- # **Dissemination via E-Volve Cluster:** organisation of joint workshops and events

### 6.1 Project Website

The official project website ([www.eu-project-selfie.eu](http://www.eu-project-selfie.eu)) was launched in M3 and it follows the EU recommendation regarding usability and accessibility. The main objectives of the project website as well as the description of the main pages have been explained in D7.1 – Project Website & project identity. The current look of the SELFIE website is illustrated in Figure 1 and Figure 2, some improvements in the design were already made and other additional actions are also planned in the future.

As already described in deliverable D8.1 - Data Management Plan, SELFIE website will remain available to the public up to 3 years after the end of the project.

▪ Website: Public Deliverables

There are several public deliverables that will be available as free download to the public under the “Results” section of the website. The following deliverables will be available as soon as they have been officially approved by the European Commission:

Del #	Deliverable name	WP no.	Type	Delivery date
D1.3	Validation plan report	WP1	Report	M8
D2.3	1 <sup>st</sup> set of prototypes	WP2	Report	M15
D2.4	2 <sup>nd</sup> set of prototypes	WP2	Report	M24
D7.1	Project website and project identity defined	WP7	Report	M3
D7.2	Dissemination plan	WP7	Report	M6
D7.5	Collection of cluster newsletter(s)/Common dissemination activities	WP7	Report	M42

**Table 2 SELFIE Public Deliverables**

Depending on the information content and relevance for public and expert audiences, there are various possibilities to embed the information from the (public) deliverables into a relevant meta-topic. For example, a public deliverable will be published in the download section of the website, without further accompanying measures. Beyond that, individual aspects of the deliverables may also be published in form of the news flow on the website or in the newsletter. They can also be prepared as content for a press release or conference.

▪ Website: News

New results and activities regarding SELFIE project will be published under the section “News” and they can be also shared in other dissemination channels (such as Twitter and LinkedIn):

- Reports of consortium meetings, such as General Assembly and dedicated workshops for work packages activities
- Public deliverables
- Parts of the half-yearly Newsletter
- Announcements of relevant project milestones
- Report of events and conferences partners will participate
- Report of relevant research and articles in the field of battery thermal management and electric vehicle

The project dissemination leader from i2m is responsible for editing and for carrying out website updates on a regular basis, including timely uploading of project results, papers published, deliverables released or news items to be reported.

All partners will contribute to maintain the project website providing relevant input such as participation at events, papers and articles, information on the progress of work, dissemination activities etc.

Moreover, all partners are encouraged to include a mention and a link to the project website ([www.eu-project-selfie.eu](http://www.eu-project-selfie.eu)) from their own organisation's website.

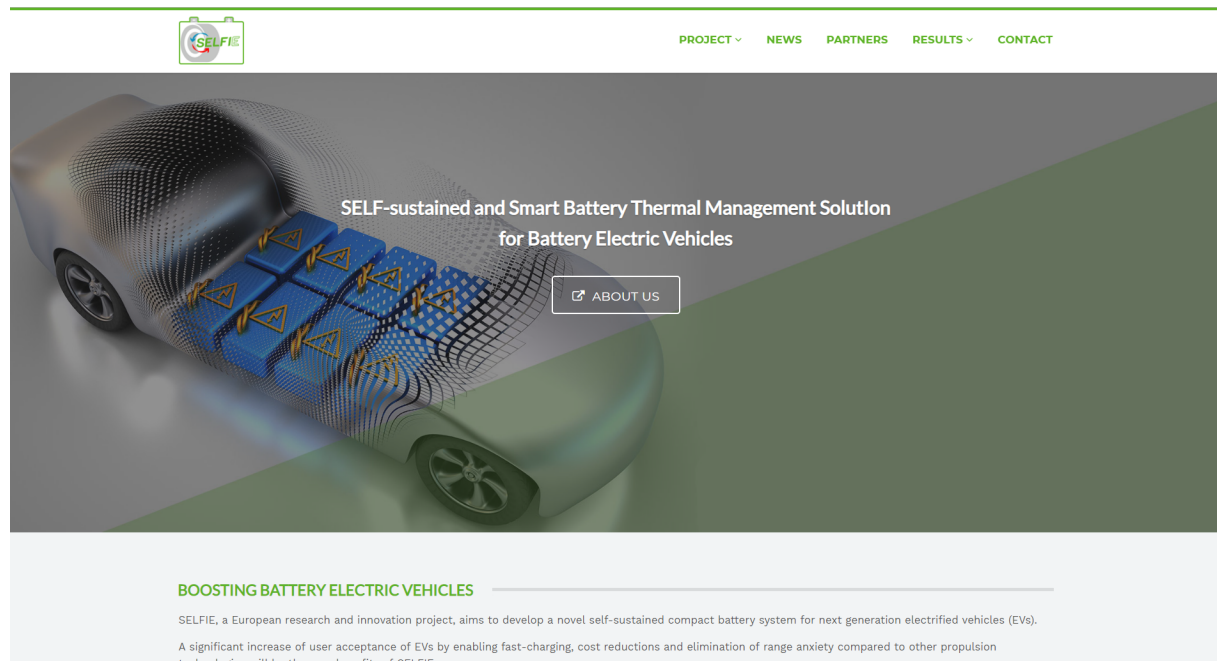


Figure 1 SELFIE Website – Homepage

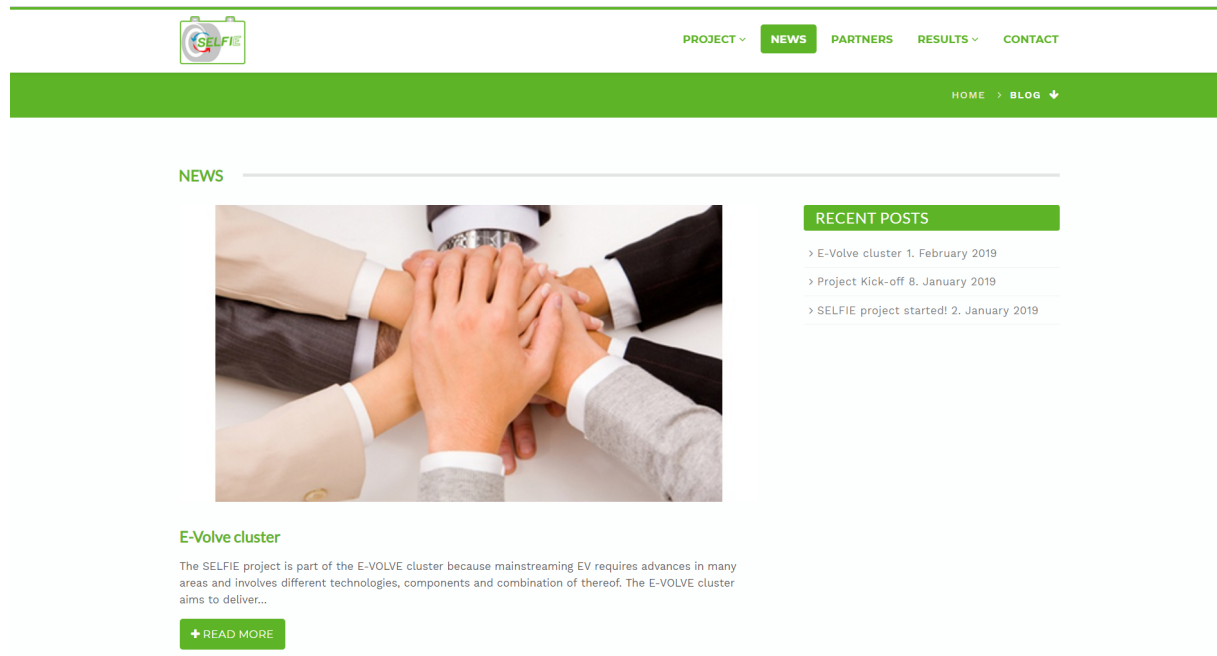


Figure 2 SELFIE Website – News



## 6.2 General Project Presentation

To convey understandable and well-structured messages about the project, two kinds of general project presentations will be created: one is designed to inform general public (non-technical) and the other is designed to inform experts in the field of electric vehicle and battery thermal management (technical).

The project presentation will be made available on the website and all partners are encouraged to use these slides when presenting the project at internal and external events. They are also advised to adapt the content to the target audience and the specific events.

Main sections of the general project presentation are project objectives, expected impact, key innovation and overview of the consortium. This presentation will be updated throughout the project as results become available.

i2m will coordinate the activities for the creation of the project presentation, supported by the Editorial Team for WP7 consisting of VUB, VIF, AIT and Fraunhofer and all partners by providing relevant inputs and graphical pictures.

## 6.3 Flyer

To increase the visibility of the project among specific target group and encourage people to subscribe to the project newsletter, a project flyer will be created and will be widely disseminated to the contacts of the partners and on request. The flyer will have an attractive appearance and contain details on the project objectives, scope, targets and foreseen outcomes.

The flyer will be made available on the website and all partners are encouraged to share the project flyer via organisation webpage, social media and by email to their network. The partners can also print the flyer and distribute it when participating at conferences and events.

Main sections of the project factsheets are project summary, objectives, expected impact and consortium and link to newsletter subscription. The flyer will be updated once relevant results can be made public.

i2m will coordinate the activities for the creation of the project flyer, supported by the Editorial Team for WP7 and all partners by providing relevant inputs and graphical pictures.

## 6.4 Newsletter

To keep stakeholders informed of the progress of the project, relevant and interesting news will be communicated to all subscribers through a circulating newsletter. The timing of the





publication will be decided by the Project Coordinator and the Editorial Team for WP7 (half-yearly).

The newsletter will be prepared by i2m with the inputs received from the partners and distributed via Mailchimp. Further details on collection of personal data and management of contact database can be found in section 3.1 of this document.

## 6.5 Social Media

To establish the social media presence on e.g. Twitter, LinkedIn, ResearchGate a web campaign will be developed. New results and activities regarding SELFIE project will be therefore strengthened as social media channels represent an important way to be in touch with the relevant community.

i2m will set up the social media for SELFIE project and will be responsible for editing and for carrying out updates on a regular basis.

All partners will support the social media campaign of the project (input, posts sharing, promotion etc.).

## 6.6 Publications and magazines

VUB and i2m - as leading partners in the dissemination activities – will be committed to upload all publications and public deliverables on the SELFIE website as well as to Zenodo Open Access platform as described in the Data Management Plan. SELFIE website and Zenodo will be also used as primary repository platforms for the data outputs and storage (Please refer to D8.1 DMP).

In addition to that, SELFIE will undertake all necessary efforts to translate research outputs and to submit them in the scientific journals. Moreover, we will envisage to bring forward the project findings in the European or wider international conferences and events through papers, presentations or exhibitions.

The project scientific dissemination will be supported by publications in peer reviewed journals and conferences. In the following, an initial list is presented, containing the names of the potential journals and magazines that will be targeted. This list is by no means exhaustive and will be further enhanced throughout the project, aiming at tackling relevant journals and maximising the impact. The repository file - with the journals/magazines of interest - has been created and will be uploaded on Sharepoint.

### List of potential journal/magazine for publications

1. IEEE transactions on Vehicular Technology
2. IEEE transactions on Transportation Electrification
3. IEEE Transactions on Intelligent Transportation Systems journal
4. IET on Electrical Systems for Transportation for industrial community
5. Applied Thermal Engineering
6. International Journal of Refrigeration
7. Journal of energy storage
8. Journal of power sources
9. Elsevier: Reliability Engineering & System Safety
10. IET Intelligent Transport Systems Journal
11. Journal of Intelligent Transportation Systems: Technology, Planning, and Operations
12. International Journal of Intelligent Transportation Systems Research
13. IEEE Power & Energy Magazine
14. Journal of Power Sources
15. Applied Energy
16. Virtual Vehicle Magazine
17. ATZ - Automobiltechnische Zeitschrift

## 6.7 Events

SELFIE will organise or participate to a number of public events for the purpose of consultations, knowledge exchange and dissemination.

### Participation to the External events

Participation to the external events or events related to the E-Volve cluster will significantly increase the visibility of the project and will also stimulate the public interest in the activities and outcomes of SELFIE.

As a first sign of commitment to the dissemination at the external events, an initial list of potential conferences, trade fairs and workshops was prepared (see below). Please note that this list is by no means exhaustive and will be further enhanced with relevant events in the lifetime of the project. The repository file with the potential events has been created and will be uploaded on Sharepoint.



### Potential external events where SELFIE can be represented/presented

1. Hannover Messe
2. Internationale Automobil Ausstellung (IAA)
3. World Automobile Technologies
4. TRA 2020
5. Aachen Kolloquium
6. Bus world
7. Zero CO2 Mobility
8. Car Symposium
9. FuSaCom - Functional Safety Community
10. SAFECOMP - International Conference on Computer Safety, Reliability and Security
11. SASSUR - International Workshop on Next Generation of System Assurance Approaches for Safety-Critical Systems
12. DeCPS - Workshop on Challenges and new Approaches for Dependable and Cyber-Physical Systems Engineering
13. GSVF - Grazer Symposium VIRTUAL VEHICLE
14. CO2 Reduction for Transportation Systems Conference
15. Thermal management for EV/HEV
16. VDI Thermomanagement in elektromotorisch angetriebenen PKW
17. Vehicle thermal management systems conference
18. UITP Summit
19. Innotrans
20. EARPA meetings
21. ERTRAC meetings
22. EGVI events
23. EUCAR
24. EEVC
25. European Mobility Exhibitions
26. EV4SCC events
27. European Research and Innovation Days



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**Other relevant events owned by the SELFIE project**

Other dissemination activities include the organisation of Workshops with the Stakeholders' Group and the Final project event. Taking into consideration that the SELFIE project is in the initial stages, detailed requirements and target audience for these events will be defined later and reported in the revision version of the Dissemination Plan. Both requirements and target audience will be defined in view of the relevant topics in these particular stages of the project.

**6.8 E-Volve cluster dissemination**

A dissemination plan for the E-Volve cluster will be elaborated within ACHILES, one out of six E-Volve cluster projects partners. This will be done in July 2019. Once the public deliverable D6.8 -'Cluster dissemination and communication strategy' is realised, E-Volve cluster project coordinator (VUB) will inform all partners on the availability of this dissemination plan and will urge to take into account the dissemination strategy described in the E-Volve cluster for the exploitation and dissemination activities of SELFIE. This will be reflected in more details in the next version of the SELFIE dissemination plan, once D6.8 in ACHILES is released.

## 7 DISSEMINATION MEASURES

To increase the impact of the project results and to promote debate to accelerate the implementation of these results, envisaged actions are:

- Constant update of the SELFIE project website
- Organisation of regular GA and EB meetings
- Yearly presentations of the project results at one or more conferences
- (Invited) presentations at events by EC, national governments or other stakeholders
- Participation at relevant international events
- Publications in scientific journals (once the IPR is protected)

The quantification of the project's dissemination activities and the targeted audience are illustrated in the Table 1. Monitoring will be done throughout the project and reported in the inter-mediate and final version of the Dissemination and Communication Plan.

Dissemination measure	Purpose	Key performance indicators	Targeted Audience
<b>Project updates on SELFIE website</b>	General information	≥ 8 updates/year ≥ 1000 views/year	General public
<b>Organization of GA AND EB meetings</b>	Knowledge exchange	≥ 2 meetings/year/1 month	Consortium members
<b>Organization of workshops</b>	Knowledge exchange	≥ 1 workshops/year	EV Community, E-VOLVE cluster projects
<b>Participation in Conferences, meetings</b>	Knowledge exchange	>20 conferences	EV Community, standardisation Committee
<b>Open Access publications</b>	Research	> 5-10 publications	Scientific Community
<b>Online publishing (online magazines, newspapers, newsletters, blogs)</b>	General information	≥ 7 newsletters (half-yearly)	General Public

**Table 3 Quantification of dissemination activities**



## 7.1 Tracking dissemination

To ensure a proper reporting and monitoring of the dissemination efforts, a dissemination tracker (in the format of an Excel file or a Sharepoint list) will be developed and updated regularly by all the project partners. The collected information will include participation or organisation of events, published articles, organisation of workshops, etc. Consortium Partners will be regularly invited to send their dissemination feedbacks to i2m and VUB.

Additionally, this dissemination tracker will form the basis for remediating gaps in the implementation of this dissemination strategy.



## 8 Partners' responsibility

i2m – along with VUB - will coordinate the dissemination activities and the creation of relevant dissemination materials. In addition to that, the repository for the external events and scientific journals/magazines will be kept up to date by VUB and i2m.

An Editorial Team for WP7 (consisting of VUB, VIF, AIT and Fraunhofer) has been nominated to support the creation of dissemination materials from a technical perspective. The first meeting of the Editorial Team has taken place in May 2019.

All partners will contribute to maintain the content of the project website providing relevant input such as press releases, position papers and articles, information on the progress of work, dissemination activities etc. The partners will also contribute to the different publications and will support the social media campaign of the project (input, posts sharing, promotion etc.)



## 9 Conclusions

The dissemination plan has been created, aiming at not only increasing the visibility of the SELFIE project but also at maximising the outreach of the generated results. This will be done based on the channels, tools and the overall strategy that have been outlined in this document.

Based on the first version of the dissemination plan partners can start the activities. Once more outputs are produced, the dissemination plan will be revised in order to tailor the activities to the results.



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## Annexes

### Annex 1 – SELFIE Newsletter subscription form



Do you want to learn about the latest trends in Battery Thermal Management for Electric Vehicles?

**Subscribe to SELFIE newsletter and stay updated!**

Email Address

First Name

Last Name

#### Marketing Permissions

SELFIE will use the information you provide on this form to stay in touch with you and to provide updates about the SELFIE project.

☐ I accept

We will treat your information with respect. Your data will be used for the purpose of sending newsletters about the SELFIE project. The data will be managed by the data controller who can be contacted at [info@eu-project-selfie.eu](mailto:info@eu-project-selfie.eu). You can reach the Data Protection Officer at [dpo@vub.be](mailto:dpo@vub.be). By clicking "I accept" above and "Subscribe to list" below, you give consent that we may process your information in accordance with these terms. You can unsubscribe at any time by clicking the link in the footer of our emails or by contacting us at [info@eu-project-selfie.eu](mailto:info@eu-project-selfie.eu).



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