



High Performance Zinc-Air Batteries

D8.2 – Plan for Dissemination and Communication Activities

Elena Guinea Marca
CIC Energigune

Francesc Fabrega
Zabala

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Publishable summary

This document, Deliverable D8.2, outlines the HIPERZAB Results Dissemination and Communication Plan (D&C plan). It serves as a dynamic and comprehensive guide detailing the tools, channels, and activities planned throughout the project. The aim is to ensure a cohesive and effective visual representation of the HIPERZAB Project and its activities, facilitating successful dissemination of the results.

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List of abbreviations

SYMBOL	SHORTNAME
ADVENST	Advenst enerji depolama sistemleri sanayi ve ticaret anonim sirketi
CICe	CIC energiGUNE
CEGASA	Cegasa Energía S.L.U
DLR	Deutsches Zentrum für Luft und Raumfahrt EV
DoA	Description of action
DOI	Digital object identifier
D&C	Dissemination and communication
EC	European Commission
EU	European Union
GA	Grant Agreement
IREC-CERCA	Fundació institut de recerca de l'energia de Catalunya
KPI	Key Project Indicators
R&D	Research and development
PC	Project Coordinator
PO	Project Officer
POLITO	Politecnico di Torino
RP	Reporting period
SC	Steering Committee

1 Introduction

This report consists of the deliverable 8.2 – Plan for dissemination and communication activities, of the HIPERZAB project. This deliverable is part of the Dissemination and Communication task (Task 8.1) of the PW8 about Dissemination, communication energy storage Portfolio & Exploitation.

HIPERZAB is the acronym of the project entitled: 'High performing electrically rechargeable zinc-air batteries for sustainable mid-term energy storage'. HIPERZAB is a project funded by the EIC Pathfinder programme under the HORIZON-EIC-2022-PATHFINDERCHALLENGES-01-02 - EIC Pathfinder Challenge: Mid to long term and systems integrated energy storage. In this context, it is mandatory in the Horizon Europe program, to have a dissemination and communication of the results of a project.

Therefore, a key component of the HIPERZAB project is dissemination and communication, which will guarantee that the instruments and outcomes created throughout the project are shared, reach the appropriate target audiences, and have the greatest possible impact. This report describes the planned strategy for dissemination and communication (D&C) of project results. It is a mandatory report to be submitted at month 6 of the project (end of March 2024) and will be updated in month 48 (end of September 2027). However, throughout project execution as well as after its completion, this document should be considered a living document that may undergo changes.

The Plan should be used as a guide for the consortium while conducting communication and distribution operations, serving as the primary strategic and operational directive for all partners. The plan outlines the management practices that will be used to guarantee accurate internal and external communications, as well as the consortium partners' roles in ensuring appropriate dissemination and communication and their responsibilities under the grant agreement.

2 Objective of the D&C plan

The aim of the D&C plan is to maximize the impact of all the communication and dissemination activities of the project with the aim to reach a much higher audience, to precisely communicate all the D&C activities and therefore maximize the impact of the results. This will ensure that all the results and findings generated through the projects are spread to key stakeholders.

The specific objectives for the D&C strategy are the following:

- **Audience Engagement.** Increase engagement with target audiences, including stakeholders, researchers, and industry over the project duration.
- **Visibility Enhancement.** Improve the project's visibility by securing coverage in publications at media, innovation tech days, visits at schools, etc .
- **Online Presence.** Establish and maintain an active online presence by regularly updating project-related content on the official website and social media platforms.
- **Collaboration Building.** Facilitate collaboration opportunities by attending conferences, and workshops, fostering connections between the project team and potential collaborators or partners.
- **Innovation Showcase.** Showcase project innovations at international conferences or events, promoting the project's achievements and fostering collaboration within the innovation ecosystem.
- **Knowledge Dissemination.** Disseminate project knowledge and findings through the development of informative materials, such as the publication of scientific papers.
- **Multilingual Outreach.** Expand outreach by translating key project materials into local languages, when possible, making project information accessible to a broader international audience.
- **Impact Measurement.** Implement a robust system for measuring the impact of dissemination and communication efforts, with a goal to demonstrate a positive correlation between communication activities and increased project recognition.

D&C objectives are aligned with overall project objectives.

In order to meet these objectives, a detailed methodology has been established as a tool to ensure that the expected results are obtained. This methodology is based on the following steps:

- **Identify the target audiences and stakeholders.** This information will be used to develop detailed audience profiles, ensuring that HIPERZAB communication strategies are finely tuned to resonate with the specific interests and concerns of each identified group. By understanding our audiences on a deep level, we lay the foundation for effective and tailored communication.
- **Implementing a D&C strategy.** Our communication strategy is the backbone of our outreach efforts. We will formulate a cohesive and adaptable Dissemination and Communication (D&C) strategy that aligns seamlessly with our project goals and objectives.
- **Develop different D&C channels and tools.** Building on our strategy, we will establish a diverse array of communication channels and tools to cater to the varied preferences and behaviours of our target audiences.
- **Monitor the impact of the D&C strategy.** Continuous assessment of the impact and effectiveness of our D&C strategy will be a cornerstone of our approach. Through a robust monitoring and evaluation framework, we will track engagement metrics, website traffic, and social media interactions using analytics tools.

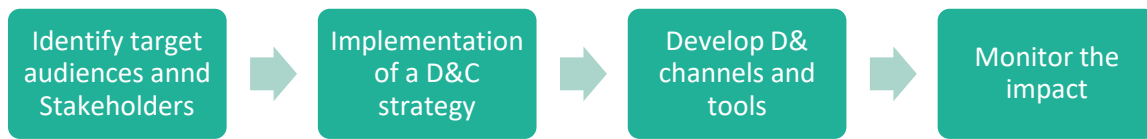


Figure 1. Steps in the methodology of the communication strategy

HIPERZAB's key messages to be disseminated were detected during the proposal phase:

- HIPERZAB as a **low cost and competitive solution** for sustainable mid-term energy storage that will enable renewables large implementation.
- HIPERZAB is a **modular solution, flexible**, that can be coupled and interoperated with other EES systems.
- High porous 3D Zn anodes are possible by tuning a Zn/solid electrolyte interface. Acid and alkaline electrolytes can be combined into one GPE, stable, for ERZABs. CRM-free catalysts based on HEOs have enhanced ORR/OER activity. A compact GEA design and optimised channelled collector boost water/air management and unleash performance.

3 Target audience & stakeholders

HIPERZAB will use communication tools and activities to involve the public and demonstrate how they may profit from the project's research. In order to plan an appropriate D&C strategy for the HIPERZAB project, it is essential to identify the target audiences. This will make it possible to elaborate specific messages for each of the actors targeted by the communicative activity.

The D&C Plan integrates various activities to effectively engage diverse audiences. Tailor-made actions are directed according to the type of audience:

- **Dissemination activities** leverage research outcomes to create value within target communities and EU initiatives.
- **Communication activities**, along with tools and channels, aim to promote the project and enhance its visibility.

HIPERZAB seeks to promote research results to its D&C targets, whether general public, industry or academia. At the beginning of the project, all the communication activities will be focused on creating awareness among general public. After this, HIPERZAB's D&C activities will be much more focused on communicating the results obtained both to a more general public and to specific stakeholders.

An exhaustive list of target groups has been made here:

Table 1. Dissemination and communication targets

Target group	Description	Expected impacts
General public	General European population	Raise general awareness on EU funding and the EU strategy for batteries
People involved in the project	Participants in the project and team members	Project involvement and future scalation and commercialization.
Media outlet and specialized magazines	Generalist media at regional or EU level	Raise general awareness on EU funding and the EU strategy for batteries
EU initiatives	EU initiatives and partnerships	Participation in projects, collaboration in R&D, and creation of business networks
Industry and SMEs	Intermediaries between actors in the power market and battery end customers in the commercial, residential, and industrial sectors	Involvement in R&D in the projects and future commercial exploitation
Research organizations and Universities	Academics of all levels from universities and research organizations	Cooperation in research
Policy makers	Policy makers at national and EU level	Policy cooperation

4 Communication tools and actions

Once the target groups have been identified, HIPERZAB will make an exhaustive analysis of the channels and media that will be used to establish communications.

All communication tools are integrated and consistent with each other. E.g.: In the plan, a 360° integrated communication strategy will be designed to seamlessly combine on-site and face-to-face communication methods and tools with digital actions. This integration aims to reinforce the project's messages, ensuring coherence across all communications and effectively reaching diverse audiences.

Throughout the project, all partners will respect the brand elements in every communication and material produced.

4.1 Project Brand

HIPERZAB has focused its communication strategy on the establishment of their brand. Specifically, the colours of the logo are those that have given a visual identity to the project, which are then used in all D&C activities.

4.1.1 Name

HIPERZAB is both the project's acronym and part of its brand identity. The full title of the project is: "High performing electrically rechargeable zinc-air batteries for sustainable mid-term energy storage". The project acronym will be used continuously in communications as part of the project branding. The acronym will always be used in capital letters.

4.1.2 Brand identity and logo

The **brand identity** encompasses all visual elements, including the project logo, corporate colours, typography (Verdana), and usage guidelines. Carefully crafted, these components are designed to make the project stand out and be memorable, embodying its personality and aligning with its goals.

The **project logo** should be prominently featured across all project materials, both externally (such as presentations, brochures, social media, and the website) and internally within consortium documents and stakeholder communications.

The logo consists of a battery on the left with a plug contained inside it. On the right is the acronym of the project with the letters HIPER in black and the syllable ZAB in a gradient of colors between yellow and blue/green. The logo is available in a vertical format and another with vertical lettering and both black and white background.

The logo is available for all the partners in .eps and .png format.

The logo and corporate colours were defined and selected with the collaboration of all the HIPERZAB project members and presented in D8.1. Website and Project logo, at month 2. They are both presented in the following images:

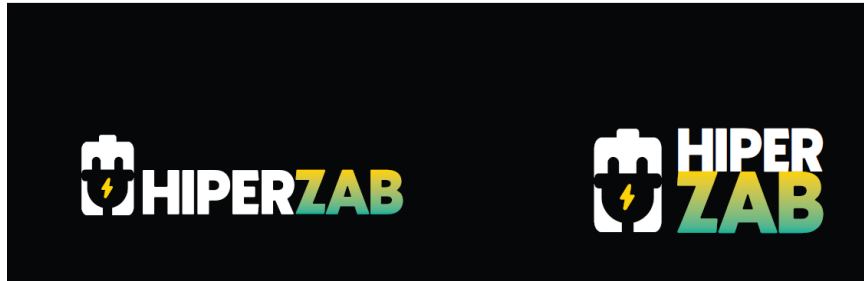


Figure 2. Logo of the HIPERZAB project



Figure 3. Corporate colours of the HIPERZAB project

HIPERZAB brand identity has been already incorporated in the project's website, social media networks and in the three templates produced at the beginning of the project:

- HIPERZAB WP Presentation
- HIPERZAB Deliverable_Word-Template
- Meeting Minutes – HIPERZAB

4.2 Digital marketing strategy

The basis for the digital marketing strategy of the HIPERZAB's project is what is called Inbound Marketing Strategy, which is a methodology consisting of attracting views by creating valuable content to targeted audiences. This approach is executed on both the project's website and social media channels, and their interconnected nature ensures they mutually complement and enhance each other.

4.2.1 Website

HIPERZAB's website pretends to not only being the meeting point between stakeholders, the media and general public, but also being the reference tool for communication, dissemination and exploitation activities. The project website is available at the URL: www.hiperzab.eu and was developed (see D8.1).

The HIPERZAB project website serves as a key platform to present and describe the project objectives, activities and results to external stakeholders. Furthermore, through this platform the project consortium is presented, and its respective roles and contributions are highlighted.

As a central meeting point, it facilitates the exchange, dissemination and updating of all relevant information regarding the project's progress. In addition, this platform acts as a virtual hub, fostering interactions between individuals and groups associated with the project, thus increasing its visibility.

By engaging stakeholders and fostering collaboration, the HIPERZAB project aims to build a vibrant community around itself and the broader European Innovation Council (EIC) portfolio, fostering synergy and driving collective progress towards shared goals.

All participants of the project contribute to the development of the contents and updates of the website under the coordination of CIC energigUNE.

The layout of HIPERZAB website consists of the following sections:

Home: The main page of the website.

About: Information about the organization, divided into sub-sections:

- **Vision & Concept**: Details about the vision and concept of the organization.
- **Technical Approach**: Information about the technical strategies or methods employed.

Consortium: Information about the group or organization involved in the project.

Links & Synergies: Resources or connections related to the project.

News/Events: Updates or upcoming events related to the project.

Results/Research: Findings or research outcomes from the project.

Contact: How to get in touch with the organization.

For a detailed outline of the website's structure and design, please refer to "Annex 8.2 Website structure and design".

CIC energigUNE oversees the acquisition of the domain (www.hiperzab.eu) and the hosting of the website, while also supervising the design and development process of the project's website. The visual style and web design align with the identity guidelines established by HIPERZAB.

All participants of the project contribute to the development of the contents and updates of the website under the coordination of CIC energigUNE.

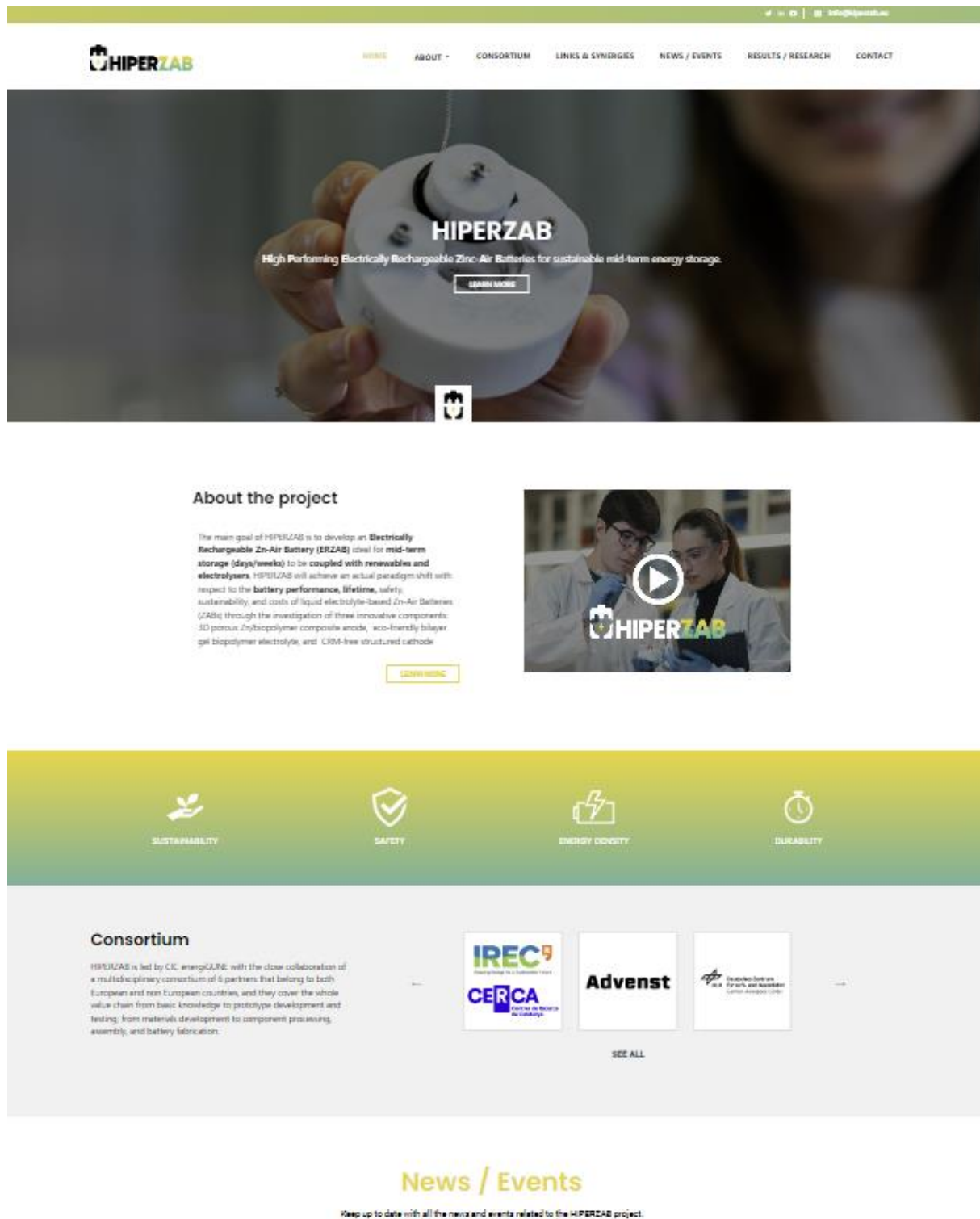


Figure 4. HIPERZAB homepage (www.hiperzab.eu)

4.2.2 Social media

Social media platforms serve as the second pillar of the digital marketing strategy, playing a vital role in driving traffic to the website. Their primary purpose is to inform the audience about new project updates and ensure that all project-related content published on the website reaches its full dissemination potential online.

Additionally, social media channels are instrumental in building a community around the project. They provide a platform for engaging with stakeholders, enabling people to contribute to project-related discussions, fostering conversations among partners and stakeholders, and gaining insights into the audience.

Furthermore, these channels facilitate interaction with various entities including European institutions, professionals, local authorities, policymakers, and scientific/technical communities. They serve as effective tools for informing these groups, establishing connections, and engaging with an interested general public and media.

CICe will be responsible to feed the social media channels with content. All participants are also responsible for providing quality information.

The social media platforms that will be used during the project are:

X (Twitter): is a social network which facilitates the spread of the project milestones and news reaching a wider influence and influential audience of different social areas.



Figure 5. HIPERZAB X profile

Linked-in: this is a key social network tool to reach and widespread HIPERZAB progress in professional communities.

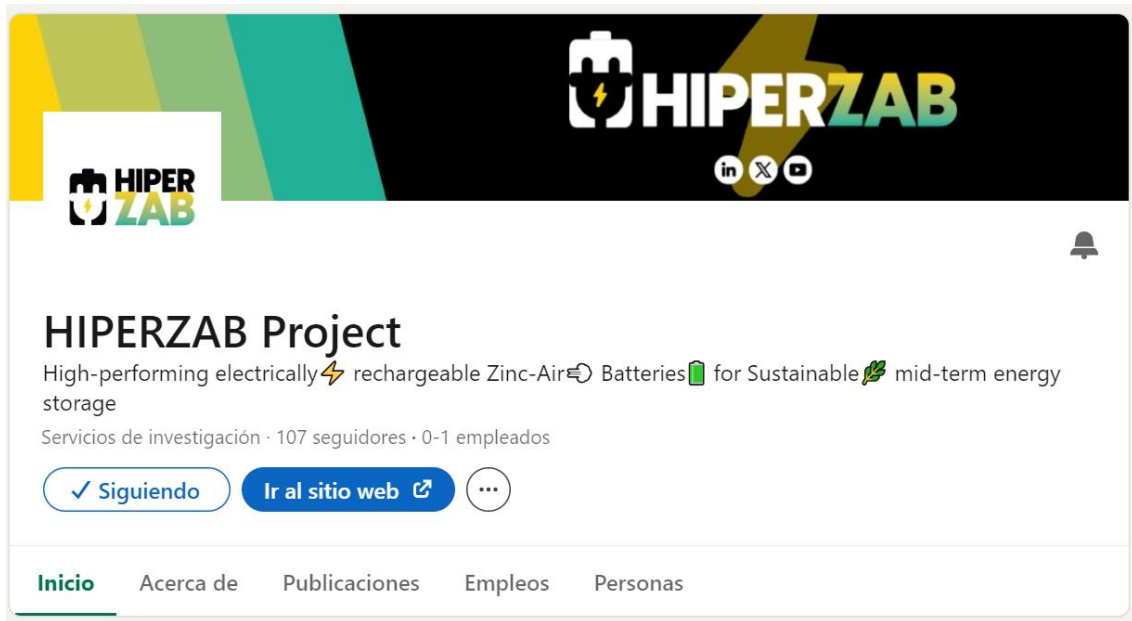


Figure 6. HIPERZAB LinkedIn profile

Youtube: this social media tool will approach the HIPERZAB project multimedia materials to end users.

A first video of the project was launched:



Figure 7. First video of the project published in YouTube

5 KPIs and monitoring

The analysis of dissemination and communication activities is a fundamental step to ensure the impact of the project. As only what can be measured can be improved, Key Performance Indicators (KPIs) have been defined to evaluate the final impact of the project. Monitor and analytics will be incorporated in the HIPERZAB project in order to ensure the highest impact of the project in society, industry and academy. Therefore, the consortium will make a great effort to establish appropriate KPIs and to monitor them.

Communications monitoring will be carried out by CICE with the collaboration of all project beneficiaries. CICE will regularly monitor all the D&C indicators by asking all the partners on a regular basis about the evolution of each one of them. The evolution of all indicators will be planned and, if any of them is behind schedule, the consortium will be informed, and corrective measures will be established. Indicators will be monitored at least at all consortium meetings to ensure that they evolve favourably.

In order to be able to monitor the progress and impact of all D&C tasks, indicators have been established from the very beginning. A preliminary D&C plan was already shown in the proposal phase (Section 2.2 of the proposal), which identified a series of indicators.

For the dissemination activities the following indicators were identified:

Table 2. Dissemination activities

Dissemination activity	Results to be disseminated	Stakeholder	Partners	When
Open-source scientific publications (20) targeting top quality journals, like Advanced Materials and Nature series.	New, advanced materials (innovative electrolytes and advanced electrodes/components) and their formulations/compositions, component architectures. Characterisation, modelling and testing protocols. Device design and performance. Technology comparisons based on LCA and circularity.	All	CICE, SINTEF, IREC, ADVENST, POLITO, DLR	R
International conferences (23)	New, advanced materials (innovative electrolytes and advanced electrodes/components) and their formulations/compositions, component architectures. Characterisation, modelling and testing protocols. Device design and performance. Technology comparisons based on LCA and circularity.	SC	All	R
Workshop organization aimed at 250 attendants (2)	HIPERZAB materials, technology, and impact.	All	CICE, DLR	M30, M42
Article in industrial journals (4)	Novel ERZAB for sustainable mid-term energy storage. LCA of the technology.	I	ADVENST, CEG	R
Presentations for industry, policy makers and standardization bodies (4)	Novel ERZAB for sustainable mid-term energy storage. LCA of the technology.	I, PoM	CICE, ADVENST, CEG	R
EIC Community Platform	Project findings and results	All	CICE	R

SC: Scientific Community, I: Industry, PoM: Policy Makers, R: Regularly)

For the communication activities the following communication/key messages were identified:

Table 3. Communication activities

Communication Activity/Key message	Stakeholder	Partners	When
Website and SM: Progress and updates will be reflected on a project website and social media groups (LinkedIn, Twitter, Research Gate). 2 videos will strength project visibility.	Society and SC	CICE	R
Teaching at universities: The project idea and its results will be presented as open seminars (at least 2).	SC	CICE, POLITO	R
Publications in media: A national radio and TV show interviews will be organized (3) to deliver the results to a broader audience	Society	CICE, CEG, ADVENST	R
OEM customer Innovation Tech Days: Gauging interest by presentations and demonstrations.	Consortium, Industry	CEG, ADVENST	R
School visits: informative visits will be organized to deliver seminars on the project idea (2).	Young population	CICE	A
Scientific events for society (e.g., European Researchers' Night, Science Festival): Events showing the diversity of science, its impact on citizens' daily lives to stimulate interest in research careers – especially among young people.	Society	All	A

(SC: Scientific Community, R: Regularly, A: Associated)

For communication activities some KPIs have been identified:

Table 4. KPIs identified for the communication activities

Communication tool	KPI	impact
Website	Number of views	TBD (pending to achieve minimum n° of views)
Linked In	Number of subscribers	105
Twitter	Number of subscribers	27
Videos	Number of videos published	1
Teaching at universities	Number of open seminars	2
	Number of attendants	
Publications in media	National radio and TV show interview	3
OEM customer Innovation tech days	Presentations and innovations	
School visits	Number of visits	2
	Number of attendants	
Scientific events for society	Number of events	1
	Number of attendants	

During the planning phase of the project, a number of key stakeholders were clearly identified:

Table 5. Main measure for empowering key actors

Key actors	Measures taken for empowering
Early career researchers	<ul style="list-style-type: none"> • PhD training in the contest of HIPERZAB (at least 3 PhD). • Post-doc training in the contest of HIPERZAB (at least 6 post-doc). • Researcher exchanges in HIPERZAB consortium (at least 2). • Open seminars to early-stage researchers with active participation (at least 2).
Academic stakeholders outside HIPERZAB	<ul style="list-style-type: none"> • Practising Open Science Strategy to allow them build upon project's results. • Preparation of training contents to teach interested potential users on advanced operando techniques, multiscale modelling, oxygen electrocatalysis (at least 3).
Industrial stakeholders outside HIPERZAB	<ul style="list-style-type: none"> • Interviews and commercial presentations to offer HIPERZAB technology exploitation (licensing, joint businesses etc.) (at least 4) • HIPERZAB partners will be available to further develop projects in cooperation with industrial stakeholders or transferring the technology to them.
All stakeholders including policymakers and citizens	<ul style="list-style-type: none"> • Engaging serious discussions with all stakeholders by the organisation of 2 workshops and specific presentations to companies, industrial associations, policy makers and standardization bodies. • Taking part actively of the EIC Portfolio of activities as well as participation in any relevant EIC Business Acceleration Services events.

5.1 List of Dissemination activities

The next table summarises the list of scientific publications and technical papers expected in the next years.

Table 6. Scientific publications and technical papers expected in the next years

No	Title	Main author	Journal/conference proceedings/books(chapter)	Number (issue/volume/chapter), date	Publisher	Publication platform	Open access	Permanent identifiers ¹
1	<i>Review: State of bifunctional Gas-Diffusion-Electrodes for Zinc-Air-Batteries – Materials & Architectures</i>	<i>DLR, tbd</i>	<i>TBD</i>	<i>NA</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>
2	<i>High throughput study of bifunctional oxyde cathodes for zinc-air batteries (tentative)</i>	<i>IREC</i>	<i>TBD</i>	<i>NA</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>
3	<i>Carbon-free air electrode catalysts for zinc-air batteries (tentative)</i>	<i>ADVEN ST</i>	<i>TBD</i>	<i>NA</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>
4	<i>Thin-film gas diffusion layer via CVD (tentative)</i>	<i>ADVEN ST</i>	<i>TBD</i>	<i>NA</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>
5	<i>Review: Naturally-derived polymers for sustainable Zn-based secondary batteries</i>	<i>PoliTO,</i>	<i>TBD</i>	<i>NA</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>
6	<i>Functionalised cellulose as advanced gel polymer electrolytes for Zn-air batteries</i>	<i>PoliTO</i>	<i>TBD</i>	<i>NA</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>

¹ A permanent identifier should be a persistent link to the published version full text if open access or abstract if article is pay per view) or to the final manuscript accepted for publication (link to article in repository).

7	<i>Hybrid aqueous electrolytes for secondary Zn-air batteries</i>	<i>PolITO</i>	<i>TBD</i>	<i>NA</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>
8	<i>Cold sintred Zn electrode with optimized porosity</i>	<i>SINTEF</i>	<i>TBD</i>	<i>2025</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>
9	<i>Zinc/biopolymer composite electrode for Zn-air batteries</i>	<i>SINTEF</i>	<i>TBD</i>	<i>2027</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>
10	<i>A screening cradle to cradle LCA of the HIPZAB concept</i>	<i>SINTEF</i>	<i>TBD</i>	<i>2027</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>
11	<i>Atomistic modelling of agarose-based electrolyte</i>	<i>CIC</i>	<i>TBD</i>	<i>NA</i>	<i>TBD</i>	<i>Online scientific journal</i>	<i>YES</i>	<i>N/A</i>

LIST OF CONFERENCES AND OTHER DISSEMINATION AND COMMUNICATION ACTIVITIES

Table 7. List of conferences and other D&C activities

No.	Type of activities ²	Main leader	Title	Date/Period	Place	Type of audience ³	Size of audience	Permanent identifiers ISBN	Countries addressed
1	Oral Presentation	CIC	Naturally-derived Biopolymer-based Electrolytes for Zn-air Batteries	June 2024	37th Topical Meeting of the International Society of Electrochemistry, Stresa (Italy)	Scientific community	~ 500 people	NA	International
2	Poster presentation	POLITO	Development of an eco-friendly by-layer gel-polymer electrolyte for rechargeable Zinc-Air batteries	10 June 2024	37th ISE Topical Meeting 9-12 June, Stresa, Italy	Scientific community	More than 500 participants	https://topical37.ise-online.org/	International conference
3	Conference	CIC	XVII congreso del Grupo Especializado de Polímeros GEP (RSEQ/RSEF)	16-19 September 2024	Madrid, Instituto de Ciencia de Polímeros, CSIC	Scientific Community, Industry	NA	https://gep.rseq.org/xvii-congreso-del-grupo-especializado-de-polimeros-gep-rseq-rsef/	National (Spain)
4	Conference	CIC	248th ECS Meeting	October 12-16, 2025	Chicago, IL Hilton Chicago, United States	Scientific Community, Industry	NA	https://www.electrochem.org/upcoming-meetings/	Worldwide
5	Conference	CIC	76th Annual Meeting of the International Society of Electrochemistry.	7-12 September 2025	Mainz, Germany	Scientific Community, Industry	NA	https://annual76.ise-online.org/app.php	Worldwide
6	Social media/blogs	CIC	TBD	01/10/2023	X (Twitter) post	General	1.468 impressions	https://twitter.com/energigune_brta/status/1709478712390148443	Worldwide

² Choose the dissemination activity: Conference publications, workshops presentations, conference presentations, conference exhibitions, conference posters, Other.

³ Choose the type of public: Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other ('multiple choices' is possible).

7	Social media/blogs	CIC	TBC	01/10/2023	X (Twitter) post	General	508 impressions	https://twitter.com/energigune_brta/status/1709478467421474934	Worldwide
8	Social media/blogs	CIC	CIC	TBD	X (Twitter) post	General	961 impressions	https://twitter.com/energigune_brta/status/1755173091292897773	Worldwide
9	Social media/blogs	CIC	CIC	TBD	X (Twitter) post	General	455 impressions	https://twitter.com/energigune_brta/status/1745007577128415599	Worldwide
10	Social media/blogs	CIC	CIC	TBD	Linkedin post	General	4204 impressions	https://www.linkedin.com/feed/update/urn:li:activity:7115263917068550145/	Worldwide
11	Social media/blogs	CIC	CIC	TBD	Linkedin post	General	2198 impressions	https://www.linkedin.com/feed/update/urn:li:activity:7150780814463598592/	Worldwide
12	Social media/blogs	CIC	CIC	TBD	Linkedin post	General	1550 impressions	https://www.linkedin.com/feed/update/urn:li:activity:7160939017818013696/	Worldwide
13	Poster presentation	DLR	Next steps in the development of bi-functional Gas-Diffusion-Electrodes for Zinc-Air-Batteries	06/2024	37th Topical Meeting of the International Society of Electrochemistry – Lago Maggiore	Scientific community	NA	tbd	EU level
14	Conference	DLR	tbd	09/2024	Electrochemistry 2024 - Braunschweig	Scientific community	NA	tbd	National (German)
15	Web post		Development of the first electrically rechargeable zinc-air battery in the HIPERZAB project	02/2024	TBD	General	NA	tbd	Worldwide
16	Poster	CEG ASA	TBD	2027	TBD	Scientific Community	NA	NA	EU level

17	Web post	CEG ASA	CEGASA participates in the European project HIPERZAB	First semester of 2024	CEGASA's webpage	Industry, Civil Society, Customers	NA	https://www.cegasa.com/noticias	EU level
18	Social media/blogs	CEG ASA	CEGASA participates in the European project HIPERZAB	First semester of 2024	LinkedIn	Industry, Civil Society, Customers	NA	https://www.linkedin.com/company/cegasa-energy/posts/?feedView=all	EU level
19	Conference	DLR	TBD	09/2024	Electrochemistry 2024 - Braunschweig	Scientific community	NA	TBD	National (German)
20	Oral or Poster presentation	ADV ENST	Comparison of catalysts performance for carbon and binder free air electrodes (tentative)	2025	TBD	Scientific community and public	NA	NA	International conference
21	Social media/blogs	ADV ENST	ADVENST participates in the European project HIPERZAB	2024	LinkedIn	Scientific community and public	NA	Will be added after posting	Worldwide
22	Web post of the project on the SINTEF web	SINTEF	HIPERZAB	2024	www.sintef.no/projectweb	Scientific community, industry, public	> 1000	N/A	National, EU
23	Oral presentation at conference/workshop	SINTEF	Optimizing porosity of cold sintered Zn electrodes	2025	IZABW4, Japan	Scientific community	100-200	N/A	International
24	Poster presentation at conference (TBD)	SINTEF	TBD	2026	TBD	Scientific community	1000	N/A	International

5.2 Tracking tools

The following communication tools will be used to monitor project communications:

- **Google Analytics.** This web analytics service will allow HIPERZAB website owners to track and analyze various aspects of website performance. By generating reports and visualizing data, Google Analytics enables to optimize project's website, improve user experience, and tailor marketing strategies for better results.
- **Google Alerts.** This tool allows to track online mentions of the project and brand visibility.
- **Social Media Analytics.** The collection, measurement, and analysis of data from HIPERZAB social media platforms will allow to gain insights into the performance and impact of social media efforts. Social media analytics is used to assess the effectiveness of their social media strategies, understand audience behavior, and make informed decisions to improve engagement and reach their goals. If needed, this data can be complemented with insights obtained from social media management tools such as Hootsuite or Buffer.
- **Partner's feedback.** All partners will be asked to participate in a **collaborative** tracking document shared by CICE to keep a record of the communication activity carried out.

6 Management of communication and dissemination activities

CICe is the leader of the WP8 about Dissemination, Communication & Exploitation and WP9 about Portfolio Management. HIPERZAB partners are essential to the D&C Plan's implementation since they serve as the primary messengers and multipliers of messages, accomplishments, and outcomes to stakeholders. According to the grant agreements, all partners must share the outcomes they have produced and are asked to participate in publicity and awareness-raising initiatives.

CICe will lead and coordinate all the D&C activities with the active support of all the beneficiaries of the project. Therefore, **each partner will design a media representative of their respective communication departments (or similar departments)** such as business development, project management office or marketing). These designated media contact person or people are directly in charge of responding to inquiries about communication-related matters as well as examining, analysing, and verifying the communication materials created under the auspices of HIPERZAB. Additionally, by contacting the appropriate internal technical/scientific team according to their own criteria, the media contact person is also accountable for ensuring the internal validation of the content/material by its particular organization. The media representative will be therefore responsible for the proper communication of the results obtained in the project within their organization as well as in other regional, EU or international media. In addition, the media representative will act as a point of contact with CICe when communicating all the progress made in the D&C project.

The following table summarizes the representatives identified in each organization as media representatives:

Table 8. Media representatives contacts

Partner	Name of the media representative	e-mail
CICE	Elena Guinea	eguinea@cicenergigune.com
CEGASA	Ainhoa Urkitza	Aurkitza@cegasas.com
SINTEF	Mari Juel	Mari.Juel@sintef.no
POLITO	Debora Fino	comunicazione.disat@polito.it
IREC-CERCA	Anna Magrasó	Amagrasó@irec.cat
ADVENST	Sinan.Yilmaz	sinan.yilmaz@advenst.io
DLR	Sabine Winterfeld	Sabine.Winterfeld@dlr.de

6.1 Communication procedure

6.1.1 External communication procedure

As project leader of the D&C activities CICe will be responsible of producing communication material such as press releases, general project presentation, project leaflets, website text, posters and banners, videos, contributions to social media discussions and similar materials. CICe will also be the responsible to produce the logo, corporate identity, templates, the webpage and social media channels (LinkedIn, X and YouTube). These

materials will be produced in English and also in Spanish (as CICE is located in Spain). Partners are encouraged to translate these materials to their respective local languages.

A general procedure for the approval of communication material has been developed. This procedure is valid both for material to be approved by CICE and material to be approved by any other project partner. The procedure consists of the following steps:

1. CICE sends a request to the communication team to ask for a validation of communication material.
2. The communication team sends written feedback to CICE in the following deadlines:
 - 10 business days, for general material.
 - 2 business days, for urgent requests.
3. In case feedback is received CICE will consolidate the changes and if necessary, will ask the consortium for feedback again.
4. If there is no feedback within the previously established period or all feedback is positive, the material is approved.
5. CICE then finalizes the material and makes it available to all partners.
6. The communication managers of each organization will provide the materials to the members of their organization and will actively contribute to the distribution to their local/specific public.

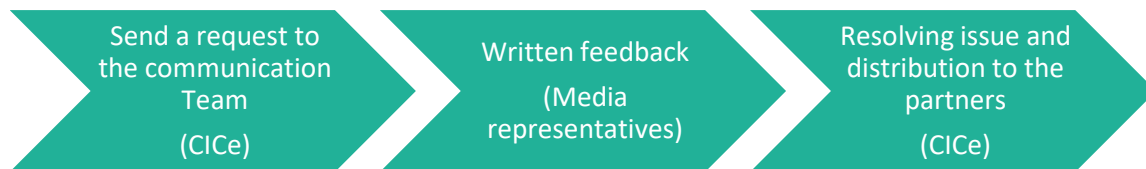


Figure 8. General procedure for the approval of communication material

6.1.2 General aspects in the production of Dissemination material in HIPERZAB

In scientific publications, to ensure the visual identity of the project, defined rules will also be followed. The EU logo/emblem will be used, and the text of acknowledgment will be used, which is also obligatory to add (see section 8).

Moreover, as explained in the review process in the Project management Plan (D1.1), the review procedure to be followed is as follows (where T is the due date for delivery):

- T-20 Deliverable owner sends deliverable to SC for revision.
- T-10 Reviewers sends comments to owner as Track Changed document.
- T-03 Deliverable owner sends revised deliverable to SC for final review.
- T-00 Reviewers confirms acceptance of the deliverable, and deliverable owner send it to PC.

6.1.3 General aspects in the production of Communication material in HIPERZAB

All project partners are encouraged to get involved in dissemination and communication activities in order to maximize the impact of the project. In particular, they are encouraged to perform the following tasks:

- To publish project-related information on their own website and on their social networks (LinkedIn, X and YouTube) related to the project events.
- To publish information created by themselves regarding HIPERZAB on their own website and on their social networks (LinkedIn, X and YouTube).
- Regarding press releases, if possible, they will be translated into the local languages of each of the partners in order to maximize the impact.
- Make presentations in relevant events that may content information of the project.

The project partners, when publishing through their communication channels, will always use the corporate identity of the project (see section 4) as well as the EU emblem / flag of the EU (see section 8). Partners will also have to follow the ethical criteria of truthfulness and quality in all their communications. To this end, all partners must follow a review and approval process to ensure the maximum quality in their communications.

6.2 Communication with other EU initiatives

HIPERZAB will proactively participate from the Portfolio set of activities aim to stimulate the collaboration of the funded project as well as the networking with the innovation ecosystem, e.g., joint workshops/events, meeting other projects for synergies, etc. As part of Portfolio Management WP9, one of the activities of the HIPERZAB project will be the coordination with other similar initiatives funded by the European Commission. According to task 9.1 about Portfolio Management and project governance, regular meetings and exchanges among the portfolio projects will be required, to identify collaborations on specific technical aspects and exchange of information. Such meetings, hold each year and steered by the PM, and will include the kick off meeting (in hybrid mode) or periodic annual project meeting, and the annual portfolio meeting (in presence in Brussels). More details in the C&D activities will be detailed after the elaboration of the Portfolio action plan (T9.2). In addition, WP9 contains the task 9.4 about Implementation of portfolio dissemination and exploitation activities, with the objective to design and participate in outreach events (e.g., stakeholder matchmaking, industry trade fairs) at the portfolio level to facilitate connection with stakeholders and to showcase the technologies under development. In that task, meetings could be restricted to portfolio beneficiaries (e.g., to discuss the progress of the portfolio as a whole) or could involve external participants (e.g., to facilitate successful completion of shared objectives by interaction with regulatory entities).

Therefore, the D&C team will interact regularly with the all the other EU initiatives to ensure the highest impact of all the D&C activities.

7 Horizon Europe request

This section summarizes the procedures for dissemination and communication of results as presented in articles 17, 21 and 26 of the Grant Agreement.

7.1 Article 17 – Communication, dissemination and visibility

As stated in the GA: *“the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.”*

Moreover, **before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority**, as it is also established in the GA. Also, as established in the GA, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), **dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):**



Figure 9. European flag (emblem) that will be use in communications.

The emblem must remain distinct and separate, and no other EU images or figures will be used. When displayed with other logos, the emblem will remain as prominently displayed as other images. According also to Art 17 of the GA, no authorization is required from the European Commission before including the logo in communications.

Any communication or dissemination activity related to the action must use factually accurate information. The following disclaimer (translated into local languages where appropriate) will be used:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority. Neither the European Union nor the granting authority can be held responsible for them.”

7.2 Article 21 - Reporting

Article 21 is related to the reporting of activities. In this respect, during the reporting periods established in the grant agreement, in addition to the technical information on the evolution of the activities, the progress and monitoring of the D&C tasks will also be reported.

7.3 Article 26 - Impact evaluations

Article 26 is related to impact assessment. In this regard HIPERZAB will report to the EC on the fulfilment of the project objectives and indicators against the indicators proposed during the preparation of the proposal and those identified in this document.

8 Conclusions

In conclusion, the dissemination and communication plan outlined for the HIPERZAB project reflects a comprehensive strategy to maximize the reach, impact, and engagement with key stakeholders. The multifaceted approach employed in this plan ensures that the groundbreaking research and innovation undertaken in the project will not only be effectively communicated but will also be strategically disseminated across diverse channels.

This deliverable will become a guide for all the beneficiaries to manage their D&C activities to relevant stakeholders. Therefore, it has been ensured that this document gathers the opinions of the beneficiaries and that once finalized it will be accessible to all of them and will be used as a guideline. The present deliverable will be updated in month M48 (D8.4). However, any relevant changes will be collected in this period and shared with the partners if necessary.

9 Acknowledgement

The author(s) would like to thank the partners in the project for their valuable comments on previous drafts and for performing the review.

Table 9: Project Partners

#	PARTICIPANT SHORT NAME	PARTNER ORGANISATION NAME	COUNTRY
1	CICE	CENTRO DE INVESTIGACION COOPERATIVA DE ENERGIAS ALTERNATIVAS FUNDACION, CIC ENERGIGUNE FUNDAZIOA	SPAIN
2	CEGASA	CEGASA ENERGIA S.L.U.	SPAIN
3	SINTEF	SINTEF AS	NORWAY
4	POLITO	POLITECNICO DI TORINO	ITALY
5	IREC-CERCA	FUNDACIO INSTITUT DE RECERCA DE L'ENERGIA DE CATALUNYA	SPAIN
6	ADVENST	ADVENST ENERJI DEPOLAMA SISTEMLERI SANAYI VE TICARET ANONIM SIRKETI	TURKEI
7	DLR	DEUTSCHES ZENTRUM FUR LUFT - UND RAUMFAHRT EV	GERMANY