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1. Executive Summary

The deliverable describes the approach for the dissemination, communication and exploitation activities of the ***GIANTS*** project. Every main topic (dissemination, communication, exploitation) has its own chapter listing basic information, boundary conditions, the approach including timing and required processes such as approvals from project partners for publications or open access approach.

Keywords: dissemination and communication plan, exploitation plan

2. Introduction and Objectives

As already mentioned in the ***GIANTS*** Grant Agreement, the most important aim of the dissemination, communication and exploitation activities within WP7 is to raise awareness, inform and educate the community, engage, get input/feedback from others, as well as promote and sell the outputs and results of the project inside and beyond the scope of the consortium. This will be done by ensuring proper dissemination of the projects objectives and results through different means and platforms, proper and regular communication within and outside the consortium as well as by exploitation of the projects results during and after the project.

To ensure the achievement of this aim, the necessary dissemination, communication, and exploitation activities are planned, implemented and monitored to maximise the impact of ***GIANTS***.

2.1 Introduction

Urban spaces will continue to change in the future. There will be a further shift in connectivity and in using less space for parking vehicles. On the other hand, individual mobility will remain a strong driver. ***GIANTS*** will blend these strong motivators in the design of a new modular and upgradable vehicle platform for light vehicles (L5, L6 and L7) suited for urban traffic solutions in emerging markets like in Asia or Africa as well as in advanced markets (e.g. Europe).

The ***GIANTS*** platform is based on a modular and upgradable approach, based on a set of technological solutions, which together allow to produce and efficiently operate light vehicles (L5, L6 and L7) suited for advanced and emerging markets. Within the project, we will demonstrate the feasibility of the developed solutions with demonstrator vehicles in operational environments in the emerging market of India, Philippines and Kenya and in the advanced market of Europe in five use cases showcasing the practicality of the ***GIANTS*** platform. These ***GIANTS*** solutions will be available to vehicle and components manufactures, either making use of the whole platform (e.g. developing new chassis/bodies, based on regional/local requirements based on ***GIANTS*** versatile components and standardized interfaces, including options for licensed, local production) or individual elements (e.g. use of ***GIANTS*** battery or solar panel solutions for other vehicles). Thus, rather than focusing on the development of a typical skateboard solution common in the automotive sector, which is usually only used by one group, ***GIANTS*** offers a much more flexible zero-emission frugal vehicle concept, greatly increasing the potential for exploitation in urban mobility. The ***GIANTS*** platform is thus based on the following components:

1) Flexible, scalable powertrain with standardized interfaces,
2) Standardized vehicle e-control unit,
3) Modular, swappable battery,
4) Solar panel kit for vehicle integrated photovoltaic solution (ViPV),
5) IoT device,
6) Adjustable control and information system.

These joint components will be validated in 13 prototype vehicles produced by four manufacturers in emerging and advanced markets.

2.2 GIANTS Objectives

Below is a short overview of ***GIANTS*** objectives, which are the base for WP7 activities:

- **Objective 1**: Identified common technology bricks for frugal, L-category vehicle development and production addressing advanced and emerging markets based on user (drivers, passengers, road users) and market needs as well as components, system specifications and infrastructure requirements/trends.
- **Objective 2**: Flexible modular platform serving 2 different markets (emerging/advanced) with at least 2 different application fields (people mover / cargo).
- **Objective 3**: Viable exploitation pathways and business models for efficient market uptake, involving early adopters in cities and municipalities and logistic companies with the potential of up to 1,5 Mill. vehicles annually from 2028 onwards.
- **Objective 4**: Digitalisation of components, systems and platform for flexible design and efficient operation of frugal vehicle solutions.
- **Objective 5**: Evaluation of TRL8 demo vehicles in emerging and advanced environments.

3. Dissemination, Communication and Exploitation Plans

The following sub-chapters provide a detailed outline of the plans for dissemination, communication, and exploitation.

3.1 Basic information and boundary conditions

For all the upcoming plans of this deliverable the following basic information, definitions and boundary conditions need to be considered:

- Horizon Results Booster: The usage or cooperation with this supporting action would be highly appreciated.
- The usage of established and approved methodologies and approaches from former and ongoing EU research and technology development (RTD) projects will be an intrinsic procedure to optimise the efforts and resources and maximise the result of Dissemination, Exploitation and Communication (DEC) project activities.
- Dissemination and communication can be done by one or several project partner as well as the overall project itself (called disseminator or communicator).
- DEC is monitored in quarterly status meetings, which collect implemented activities, activities planned and existing risks or challenges including possible countermeasures.
- Dissemination and communication are, per definition, public activities.
- Dissemination and communication publications will be realised according to the defined release and approval process agreed upon by all project partners (see D1.1 Project Management Handbook chapter 4.2.1.).
- Consortium partners will further interact with international partnerships and counterparts and create positive public awareness through the website and through campaigns directed at social media.
- Exploitation is, per definition, sensible and requires explicit clearance from of the involved project partners.

3.2 Dissemination Plan

The dissemination plan is structured in the following sub-chapters:

- 3.2.1 – Dissemination approach & methodology
- 3.2.2 – Disseminator
- 3.2.3 – Dissemination objectives
- 3.2.4 – Dissemination materials
- 3.2.5 – Dissemination events
- 3.2.6 – Dissemination target audience
- 3.2.7 – Dissemination matrix

3.2.1 Dissemination approach & methodology

This chapter is structured according to the basic methodology and approach describing the planned timing and realisation measures for the dissemination activities within ***GIANTS***:

- Dissemination methodology
- Dissemination approach

3.2.1.1 Dissemination methodology

The dissemination methodology is based on Lasswell's Communication Model (Figure 3-1). It has its focus on the elements and functions of communication, which can be summed up in the following questions [1]:

- **Who** is sending the message
- **What** is the content of the message? **What** is the information that the sender is trying to convey?
- Through **which channels** is the message transmitted?
- **To whom** is the message directed?
    - What is the **desired or actual outcome/effect** of the message?

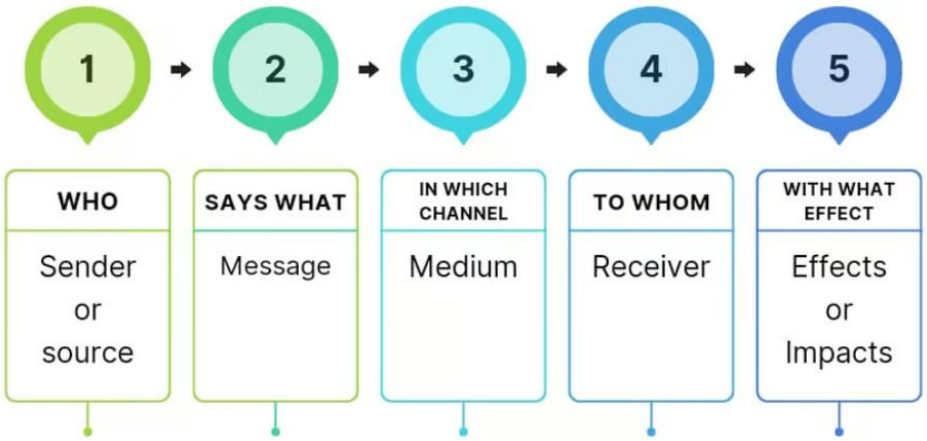

Figure 3-1: Lasswell's Communication Model [1]

This model applied to ***GIANTS*** needs can be seen in Table 3-1.

Table 3-1: Match of Lasswell's Communication Model - GIANTS dissemination

Question	Element	GIANTS
Who?	Communicator	Disseminator on different levels within the project
Says what?	Message	Dissemination objects
In which channel?	Medium	Dissemination materials & Dissemination events
To whom?	Audience	Dissemination target audience
With what effect?	Effect	Dissemination of project results

3.2.1.2 Dissemination approach

The ***GIANTS*** dissemination approach can be summarised in the following way:

- Creating all relevant dissemination materials such as marketing basics, Website, Social Media Accounts and Dissemination plan (D7.1)
- Quarterly collection of dissemination activities from partners → basis for public communication (Homepage, LinkedIn)
- Adjustment of dissemination activities, strategy and focus according to the collected results
- Continuous updating of the Website and Social Media Accounts
- Yearly collection and selection of project results from the partners for the HiPE newsletters

Table 3-2 shows the basic time plan for the dissemination activities:

Table 3-2: GIANTS dissemination basic time plan including WP7 dissemination deliverables

Start Date	End Date	Content
January 2024	March 2024	Project Homepage and social media accounts developed
March 2024	March 2024	**M3/D7.1:** Marketing basics & web
May 2024	June 2024	**M6/D7.2:** Dissemination & exploitation
October 2024	December 2024	**M12/D7.9:** Newsletter Y1
August 2025	September 2025	**M21/D7.3:** D&C Report
October 2025	December 2025	**M24/D7.10:** Newsletter Y2
October 2026	December 2026	**M36/D7.11:** Newsletter Y3
May 2027	June 2027	**M42/D7.5:** Final D&C Report
April 2027	June 2027	**M42/D7.12:** Newsletter Y4

3.2.2 Disseminator

The Table 3-3 below shows the different project disseminators:

Table 3-3: GIANTS Disseminators

Disseminator Type	Project Partner
Research	• ViF • IESTA • POLIS • CLEPA

	• VUB • KUL • CVUT • WI • FIRM • i2m

Industrial Results	• OEM:
	  ○ Renault
	  ○ TME
	  ○ Squad
	  ○ TUX
	  ○ CM
	  ○ TOJO
	• Tier I & Technology provider
	  ○ VEMB
	  ○ Cleantron
	  ○ CAA
	  ○ HIWI
	  ○ VSVA
	  ○ Solbian
	  ○ WeTU

Standardisation	• OEM:
	  ○ Renault
	  ○ TME
	  ○ Squad
	  ○ TUX
	  ○ Clean Motion
	  ○ TOJO
	• Tier I & Technology provider
	  ○ VEMB
	  ○ Cleantron
	  ○ CAA
	  ○ HIWI
	  ○ VSVA
	  ○ Solbian
	  ○ WeTU

Project Objectives	• ViF • IESTA

3.2.3 Dissemination objectives

The following points are expected project results which can also be defined as dissemination objectives:

- Modular ***GIANTS*** platform based on common components and defined interfaces and requirements

- Validation of platform performance in practical use cases in emerging and advanced markets, validating platform features are:
    - Scalable power train and VCU
    - Swappable 48V batteries (manual handling) with the option of an additional battery for range extension
    - Solar roof to reduce the need for an external energy supply
    - Suitability for passenger and cargo transport (build modularity)
    - Optimised fleet operation

3.2.4 Dissemination materials

The dissemination materials are fully described in D7.1 Marketing basics & web.

3.2.5 Dissemination events

The following tables (Table 3-4 and Table 3-5) give an overview of the various identified dissemination events, which could be relevant for HiPE and its project partners. The dissemination events are split into the following categories:

- Dissemination Events organised by ***GIANTS***
- Dissemination Events ***GIANTS*** can participate

3.2.5.1 Dissemination Events organised by GIANTS

The below listed events (shown in Table 3-4) will be organised by ***GIANTS*** and its consortium to present the project results to the public and relevant stakeholders.

Table 3-4: Dissemination Events organised by GIANTS

Event	Description	Parties Involved	Responsible and Estimated Month
DIO1: Mid-term event ***GIANTS***	This event is organised by ***GIANTS*** partners to show first results of the project to the public. The event can be organised in a physical, hybrid or online way.	All partners, all identified dissemination target audience	Organisational: ViF, IESTA Topics: All partners M21
DIO2: Final event ***GIANTS***	This event is organised by ***GIANTS*** partners to show the final results of the project to the public. The event can be organised in a physical, hybrid or online way.	All partners, all identified dissemination target audience	Organisational: ViF, IESTA Topics: All partners M42

3.2.5.2 Dissemination Events GIANTS can participate

Table 3-5 lists a selection of big international events in which ***GIANTS*** partners can participate for dissemination purposes to raise awareness about project activities and results. These events provide an opportunity for project partners to present ***GIANTS***-related papers and presentations.

Table 3-5: Dissemination events in which GIANTS partners can participate

Event	Topic/Focus	Date	Place	Website
DIP1: AVEC Symposium	Safer, greener and more efficient transport	2-6 September, 2024	Italy	https://www.avec24.org/
DIP2: Automotive Interiors Expo	New interior materials, technologies, concepts, comforts, innovations and suppliers	12-14 November, 2024	Germany	https://www.automotive-interiors-expo.com/en/
DIP3: FISITA World Mobility Summits	EV – a brief history International Progress, Challenges & Opportunities (Asia, Europe and the Americas) Technical, societal and Industry perspective – next 10-20 years & perceived 'bumps in the road' EV Infrastructure EV materials / resources	13–14 November, 2024	USA	https://events.fisita.com/event/769a2478-2082-4aa3-956e-1ca6faaa44c2/summary
DIP4: eMobility Expo & World Congress	Technology The Revolution of the Generative AI in the Automotive Industry Hydrogen Towards a Greener in Mobility: Harnessing Hydrogen for Energy Efficiency	25-27 March, 2025	Spain	https://www.emobilityworldcongress.com/
DIP5: ECS Simulation Conference	KULI related applications and methods Simulation applications and methods regarding "System Dynamics and Structural Durability"	14-15 May, 2025	Austria	https://www.ecs-simulation-conference.com/software-products
DIP6: Innovationsforum Mobility	Strategies and business models for the mobility of the future	June 2025	Switzerland	Innovationsforum Mobility | Home (innovationsforum-mobility.ch)
DIP7: Europe, Advance Battery Conference	Electric vehicle batteries	23-26 June, 2025	Germany	https://www.advancedautobat.com/europe

DIP8: IAVSD 2025	Vehicles on Roads and on Tracks	18-22 August, 2025	China	https://iavsd.org/events/iavsd2025/
DIP9: IECON 2025/2026	Advancement of science, technology, industry, engineering education, and fellowship.	14-17 October, 2025	Spain	https://iecon2025.org/
DIP10: TRA 2026	Transport and mobility	18 May, 2026	Hungary	https://traconference.eu/

3.2.6 Dissemination target audience

The following target audience has been identified for ***GIANTS:***

- **Vehicle and component manufacturers** interested in the development of new, light e-vehicles based on ***GIANTS*** platform
- **Technology providers**: Companies and institutions developing components for light e-vehicles based on ***GIANTS*** platform.
- **Private and commercial customers of light e-vehicles** benefit from higher efficiency and range and lower costs. Lower costs will increase affordability of light e-vehicles in emerging and advanced markets
- **Logistics companies**, fleet operators and associations
- **Municipal administrations** interested in the potentials light vehicles based on ***GIANTS***-technology offer for urban development (better quality of life, lower space requirements for urban infrastructure (e.g. parking spaces, drive lanes, shared road spaces for motorized and non-motorized transport))
- **European Commission**: Main stakeholder of the project, responsible for set-up of R&D projects in line with the project call.
- **Road Transport Electrification R&D project ecosystem**: R&D projects related to the ***GIANTS*** project, e.g., by similar targets, technology or interests.
- **2ZERO partnership** will benefit from project results and experience support towards the monitoring of its KPIs.
- **Scientific communities**, especially in the domain of light e-vehicle development.
- **General public**: Public community, interested in important project impact on public sector, especially lower CO_2 and other emissions from urban road transport.

3.2.7 Dissemination matrix

Table 3-6 shows all relevant dissemination information allocated to the identified target audience.

Table 3-6: Target Audience - Material - Dissemination Matrix

Target Audience	Dissemination Objects	Dissemination Material	Dissemination Events	*GIANTS* Dissemination Level
Vehicle and component manufacturers	Modular ***GIANTS*** platform based on common components and defined interfaces and requirements Validation of platform performance in practical use cases in emerging and advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension ○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations • ***GIANTS*** Papers • ***GIANTS*** Research Results	• DIO1 – DIO2 • DIP1 – DIP10	Multi Partner Dissemination
Technology providers	Modular ***GIANTS*** platform based on common components and defined interfaces and requirements Validation of platform performance in practical use cases in emerging and	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations • ***GIANTS*** Papers • ***GIANTS*** Research Results	• DIO1 – DIO2 • DIP1 - DIP10	Multi Partner Dissemination

	advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension ○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation			
Private and commercial customers of light e-vehicles	Validation of platform performance in practical use cases in emerging and advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension ○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations	• DIO1 – DIO2	Multi Partner Dissemination
Logistics companies	Modular ***GIANTS*** platform based on common components and defined interfaces and requirements	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations	• DIO1 – DIO2 • DIP1 - DIP10	Multi Partner Dissemination

	Validation of platform performance in practical use cases in emerging and advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension ○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation	• ***GIANTS*** Papers • ***GIANTS*** Research Results		
Municipal administrations	Validation of platform performance in practical use cases in emerging and advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension ○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations • ***GIANTS*** Papers	• DIO1 – DIO2 • DIP1 - DIP10	Consortium Dissemination

European Commission	Modular ***GIANTS*** platform based on common components and defined interfaces and requirements Validation of platform performance in practical use cases in emerging and advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension ○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations • ***GIANTS*** Papers • ***GIANTS*** Research Results	• DIO1 – DIO2 • DIP1 - DIP10	Consortium Dissemination
Road Transport Electrification R&D project ecosystem	Modular ***GIANTS*** platform based on common components and defined interfaces and requirements Validation of platform performance in practical use cases in emerging and advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations • ***GIANTS*** Papers • ***GIANTS*** Research Results	• DIO1 – DIO2 • DIP1 - DIP10	Multi Partner Dissemination

	○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation			
2Zero partnership	Modular ***GIANTS*** platform based on common components and defined interfaces and requirements Validation of platform performance in practical use cases in emerging and advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension ○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations • ***GIANTS*** Papers • ***GIANTS*** Research Results	• DIO1 – DIO2 • DIP1 - DIP10	Consortium Dissemination
Scientific communities	Modular ***GIANTS*** platform based on common components and defined interfaces and requirements Validation of platform performance in practical use cases in emerging and	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations • ***GIANTS*** Papers • ***GIANTS*** Research Results	• DIO1 – DIO2 • DIP1 - DIP10	Consortium Dissemination

	advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension ○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation			
General Public	Validation of platform performance in practical use cases in emerging and advanced markets, validating platform features are: ○ Scalable power train and VCU ○ Swappable 48V batteries (manual handling) with the option of an additional battery for range extension ○ Solar roof to reduce the need for an external energy supply ○ Suitability for passenger and cargo transport (build modularity) ○ Optimised fleet operation	• ***GIANTS*** Demonstration Video(s) • ***GIANTS*** Presentations	• DIO1 – DIO2 • DIP1 - DIP10	Consortium Dissemination

3.3 Communication Plan

Dissemination and communication basically use the same approaches, materials and target audience but still have different objectives and materials, which do not only focus on the project results findings (which is the focus of dissemination), but also focuses on all other relevant methodologies, research and development results regarding LEVs developments. This chapter has basically the same structure of the sub-chapters as chapter 3.2:

- 3.3.1 – Communication approach & methodology
- 3.3.2 – Communicator
- 3.3.3 – Communication objectives
- 3.3.4 – Communication materials
- 3.3.5 – Communication events
- 3.3.6 – Communication target audience
- 3.3.7 – Communication matrix

3.3.1 Communication approach & methodology

The chapter is structured according to the basic methodology and approach describing the planned timing and realisation measures for the dissemination activities within ***GIANTS***:

- Communication methodology
- Communication approach

The main difference between dissemination and communication is that in communication the (bi-directional) objects to be exchanged are not only limited to the project results, but are additionally covering all relevant topics related to LEV developments or economic / market information and conditions.

3.3.1.1 Communication methodology

The communication methodology is basically the same as with dissemination. The application of Lasswell's Communication Model to ***GIANTS*** communication can be seen in Table 3-7.

Table 3-7: Match of Lasswell's Communication Model - GIANTS Communication

Question	Element	GIANTS
Who?	Communicator	Communicator on different levels within the project
Says what?	Message	Communication objectives
In which channel?	Medium	Communication materials & communication events
To whom?	Audience	Communication target audience
With what effect?	Effect	Communication of project results and external information into the project

3.3.1.2 Communication approach

The ***GIANTS*** communication approach is shown in the following way:

- Using all relevant dissemination materials such as Website and Social Media Accounts
- Quarterly collection of communication activities from partners and their possible needs
- Adjustment of communication activities, strategy and focus according to the collected results and possible needed information
- Continuous updating of the Website and Social Media Accounts
- Yearly collection and selection of project results from the partners for the newsletters

Table 3-8 shows the basic time plan for the communication activities:

Table 3-8: GIANTS communication basic time plan including WP7 communication deliverables

Start Date	End Date	Content
March 2024	March 2024	**M3/D7.1:** Marketing basics & web
Mai 2024	June 2024	**M6/D7.2:** Dissemination & exploitation
October 2024	December 2024	**M12/D7.9:** Newsletter Y1
August 2025	September 2025	**M21/D7.3:** D&C Report
October 2025	December 2025	**M24/D7.10:** Newsletter Y2
October 2026	December 2026	**M36/D7.11:** Newsletter Y3
May 2027	June 2027	**M42/D7.5:** Final D&C Report
April 2027	June 2027	**M42/D7.12:** Newsletter Y4

3.3.2 Communicator

The identified ***GIANTS*** communicators can be seen in Table 3-9.

Table 3-9: GIANTS communicator

Disseminator Type	Project Partner	External
Research	• ViF • IESTA • POLIS	• Universities • Technical universities

	• CLEPA • VUB • KUL • CVUT • WI • FIRM • i2m	• External non-profit research entities

Industrial Results	• OEM:
	  ○ Renault
	  ○ TME
	  ○ Squad
	  ○ TUX
	  ○ CM
	  ○ TOJO
	• Tier I & Technology provider
	  ○ VEMB
	  ○ Cleantron
	  ○ CAA
	  ○ HIWI
	  ○ VSVA
	  ○ Solbian
	  ○ WeTU
		• OEM
		• Tier I & international Technology providers

Standardisation	• OEM:
	  ○ Renault
	  ○ TME
	  ○ Squad
	  ○ TUX
	  ○ Clean Motion
	  ○ TOJO
	• Tier I & Technology provider
	  ○ VEMB
	  ○ Cleantron
	  ○ CAA
	  ○ HIWI
	  ○ VSVA
	  ○ Solbian
	  ○ WeTU
		• none

Project Objectives	• ViF • IESTA	• All defined target groups

3.3.3 Communication objectives

The relevant communication objects from ***GIANTS*** to the environment are the dissemination objects as described in chapter 3.2.3 and the following additional objects:

- Dissemination activities, like common events, conferences or workshops

- Information exchange for exploitation plans, relevant boundary conditions and business environments
- Publication of scientific results in journal and conference papers

The relevant communication objects from the environment to the project ***GIANTS*** are:

- Technology information for specification, development and evaluation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks
- Information exchange about new simulation models
- Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level
- Environmental information of CO_2 emissions and air quality impact of LEV-technologies (production and operation)

3.3.4 Communication materials

The communication materials from the project to the external world are the same as the dissemination materials described in D7.1 Marketing basics & web.

The material from the external world to the project would be:

- Papers
- Conference and marketing presentations
- Research results of the scientific community
- Conference roll-ups and flyers
- Public results of other relevant national, European, and international research projects
- Relevant bachelor, master, and PhD theses

3.3.5 Communication events

The external ***GIANTS*** communication events are the same as the dissemination events shown in chapter 3.2.5. The internal ***GIANTS*** communication events are shown in Table 3-10. These events are the ones taking place inside the project and are solely including the project partners for participation (with exemptions, e.g. Project Officer, the PO).

Table 3-10: Internal communication events

Event	Description	Parties Involved
ICE1: ***GIANTS*** Executive Board Online Meeting	Done on a monthly basis to discuss the progress of the project and occurring challenges with the WP leaders	WP leaders + Coordination team
ICE2: Regular WP Meetings	Done for all ***GIANTS*** WPs to show the WPs progress and to discuss occurring challenges and next steps that needs to be taken. These meetings can be quarterly, monthly, bi-weekly or weekly, depending on the WPs needs and the organisation of it.	WP leaders + task leaders + relevant partners

ICE3: Bi-lateral meetings done when needed	These meetings are only arranged when needed by the partners. The participating partners can be of any WP and can even be the whole consortium when needed.	Invited partners
ICE4: 3 Project Review Meetings	Planned are three review meetings (after the reporting periods ending after M18, M36 and M42). There the projects progress is presented to the PO/the reviewers and valuable feedback is collected.	WP leaders + PO + reviewers
ICE5: General Assembly Meetings	Planned roughly every 6 months (partly purely online, partly in hybrid mode) with the whole consortium.	Whole consortium (with one representative per beneficiary)

3.3.6 Communication target audience

The following target audience was identified for ***GIANTS:***

- **Vehicle and component manufacturers** interested in the development of new, light e-vehicles based on ***GIANTS*** platform
- **Technology providers**: Companies and institutions developing components for light e-vehicles based on ***GIANTS*** platform.
- **Private and commercial customers of light e-vehicles** benefit from higher efficiency and range and lower costs. Lower costs will increase affordability of light e-vehicles in emerging and advanced markets
- **Logistics companies**, fleet operators and associations
- **Municipal administrations** interested in the potential of light vehicles based on ***GIANTS***-technology offer for urban development (better quality of life, lower space requirements for urban infrastructure (e.g. parking spaces, drive lanes, shared road spaces for motorized and non-motorized transport))
- **European Commission**: Main stakeholder of the project, responsible for set-up of R&D projects in line with project call.
- **Road Transport Electrification R&D project ecosystem**: R&D projects related to the ***GIANTS*** project, e.g., by similar targets, technology or interests.
- **2ZERO partnership** will benefit from project results and experience support towards the monitoring of its KPIs.
- **Scientific communities**, especially in the domain of light e-vehicle development.
- **General public**: Public community, interested in important project impact on public sector, especially lower CO_2 and other emissions from urban road transport.

3.3.7 Communication matrix

Table 3-11 shows all relevant communication information allocated to the identified target audience. It should be mentioned, that the "***GIANTS*** internal communication events" are ***GIANTS*** internal events and therefore have – beside the project partners – no target audience.

Table 3-11: Target Audience - Material - Communication Matrix

Target Audience	Communication Objects	Communication Material	Communication Events	*GIANTS* Communication Level
Vehicle and component manufacturers	• Dissemination objects as shown in Table 3-6 • Technology information for specification, development, evaluation and standardisation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks • Information exchange about new simulation models • Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level • Environmental information of CO_2 emissions and air quality impact of LEV-technologies (production and operation)	• Dissemination material as shown in Table 3-6 • Papers • Conference and marketing presentations • Conference roll-ups and flyers	• Dissemination events as shown in Table 3-6	Multi Partner Communication
Technology providers	• Dissemination objects as shown in Table 3-6 • Technology information for specification, development, evaluation and	• Dissemination material as shown in Table 3-6 • Papers	• Dissemination events as shown in Table 3-6	Multi Partner Communication

	standardisation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks • Information exchange about new simulation models	• Conference and marketing presentations • Conference roll-ups and flyers		
Private and commercial customers of light e-vehicles	• Dissemination objects as shown in Table 3-6 • Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level	• Dissemination material as shown in Table 3-6	• Dissemination events as shown in Table 3-6	Multi Partner Communication
Logistics companies	• Dissemination objects as shown in Table 3-6 • Technology information for specification, development, evaluation and standardisation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks • Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level	• Dissemination material as shown in Table 3-6 • Papers • Conference and marketing presentations • Conference roll-ups and flyers	• Dissemination events as shown in Table 3-6	Multi Partner Communication

	• Environmental information of CO_2 emissions and air quality impact of LEV-technologies (production and operation)			
Municipal administrations	• Dissemination objects as shown in Table 3-6 • Technology information for specification, development, evaluation and standardisation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks • Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level • Environmental information of CO_2 emissions and air quality impact of LEV-technologies (production and operation)	• Dissemination material as shown in Table 3-6 • Public results of other relevant national, European, and international research projects	• Dissemination events as shown in Table 3-6	Multi Partner Communication
European Commission	• Dissemination objects as shown in Table 3-6 • Technology information for specification, development, evaluation and standardisation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks	• Dissemination material as shown in Table 3-6 • Public results of other relevant national, European, and international research projects	• Dissemination events as shown in Table 3-6	Consortium Communication

	• Information exchange about new simulation models • Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level • Environmental information of CO_2 emissions and air quality impact of LEV-technologies (production and operation)	• Relevant bachelor, master, and PhD theses		
Road Transport Electrification R&D project ecosystem	• Dissemination objects as shown in Table 3-6 • Technology information for specification, development, evaluation and standardisation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks • Information exchange about new simulation models • Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level • Environmental information of CO_2 emissions and air quality impact of LEV-technologies (production and operation)	• Dissemination material as shown in Table 3-6 • Papers • Conference and marketing presentations • Research results of the scientific community • Conference roll-ups and flyers • Public results of other relevant national, European, and international research projects • Relevant bachelor, master, and PhD theses	• Dissemination events as shown in Table 3-6	Multi Partner Communication

2Zero partnership	• Dissemination objects as shown in Table 3-6 • Technology information for specification, development, evaluation and standardisation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks • Information exchange about new simulation models • Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level • Environmental information of CO_2 emissions and air quality impact of LEV-technologies (production and operation)	• Dissemination material as shown in Table 3-6 • Papers • Conference and marketing presentations • Research results of the scientific community • Conference roll-ups and flyers • Public results of other relevant national, European, and international research projects • Relevant bachelor, master, and PhD theses	• Dissemination events as shown in Table 3-6	Consortium Communication
Scientific communities	• Dissemination objects as shown in Table 3-6 • Technology information for specification, development, evaluation and standardisation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks	• Dissemination material as shown in Table 3-6 • Papers • Conference and marketing presentations • Research results of the scientific community	• Dissemination events as shown in Table 3-6	Consortium Communication

	• Information exchange about new simulation models • Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level • Environmental information of CO_2 emissions and air quality impact of LEV-technologies (production and operation)	• Conference roll-ups and flyers • Public results of other relevant national, European, and international research projects • Relevant bachelor, master, and PhD theses		
General Public	• Dissemination objects as shown in Table 3-6 • Technology information for specification, development, evaluation and standardisation about updates and upgrades of already existing scalable powertrains, vehicle control systems, swappable batteries, and solar roofs, modular platforms for L-vehicles as well as digital twin frameworks • Economic information for the cost assessment regarding component-, sub-system prizes and operation costs and their possible effects on a system and vehicle level • Environmental information of CO_2 emissions and air quality impact of LEV-technologies (production and operation)	• Dissemination material as shown in Table 3-6 • Conference and marketing presentations	• Dissemination events as shown in Table 3-6	Consortium Communication

3.4 Exploitation Plan

The chapter is structured based on the following main pillars:

- 3.4.1 – Exploitation approach & methodology
- 3.4.2 – Exploitation objectives
- 3.4.3 – Exploitation materials
- 3.4.5 – Exploitation target audience

3.4.1 Exploitation approach & methodology

This chapter is split in an approach and methodology sub-chapter like it was done with dissemination and communication.

3.4.1.1 Exploitation methodology

Based on experiences from other projects the following points provide an overview of ***GIANTS'*** exploitation methodology:

- Define and review the key exploitable results (KERs) of the project
- Revise, complement and clarify exploitation plans and/or outline exploitation paths and results
- Identify relevant stakeholders in the value chain which are necessary for exploitation

3.4.1.2 Exploitation approach

The ***GIANTS*** exploitation approach can be summarised in the following way:

- **Step 1**: Creating an Exploitation Strategy for ***GIANTS*** based on experiences made in previous projects
- **Step 2**: Intermediate Exploitation Report
    - Planning and executing an Exploitation survey including general questions about interests, expectations, innovations, business cases of the ***GIANTS*** partners in the project as well as considering more detailed questions about the product or service the ***GIANTS*** partners are going to develop in the course of the ***GIANTS*** project, which market is targeted and to what time it is planned to market the developed products or services after the ***GIANTS*** project is done
    - Analysing and assessing the Exploitation results of the surveys
- **Step 3**: Final Exploitation Report
    - Planning and executing the (updated, if needed) Exploitation survey
    - Analysing and assessing the Exploitation results of the surveys

The following Table 3-12 provides an overview of the expected exploitation activities:

Table 3-12: GIANTS exploitation basic time plan including project deliverables

Start Date	End Date	Content
May 2024	June 2024	**M6/D7.2:** Dissemination & exploitation
May 2025	June 2025	Exploitation survey for partners
September 2025	September 2025	**M21/D7.7** Exploitation Report
February 2027	March 2027	Exploitation survey for partners
June 2027	June 2027	**M42/D7.8** Final Exploitation Report

3.4.2 Exploitation objectives

The exploitation objectives are the so called Key Exploitable Results of KERs for short. The following table (Table 3-13) provides an overview of the innovations that will be exploited by the different partners.

Table 3-13: GIANTS innovations - Key Exploitable Results

GIANTS Innovation (Key Exploitable Results)	Exploiting Partners
Detailed knowledge of user & stakeholder needs in different markets (incl. infrastructure & policies)	POLIS, Renault
Standardized powertrain	VEMB, VSVA
Standardized vehicle control unit	VEMB, VSVA
Standardized swappable battery	Cleantron
Solar panel kit for grid-independent charging	Solbian
Predefined interfaces	All
Predefined requirement sets	All
Validation in practical use cases	All
Digital twin	ViF, VUB, KUL, CVUT
Modular IoT system onboard (IoT kit)	HIWI
Adjustable control and information system	CVUT

Mission suitability index method	Renault, TME, POLIS
Modular high level architecture layout	Cleantron, I2m, ViF
Generalised design framework for vehicle manufacturers (design guidelines, best practices)	All
GIANTS Platform reference design (to be replicated by large OEMs)	All
Success cases: publishable descriptions, including evaluation reports and architecture blueprints for each of the use cases, as replicable examples for other industries	All

3.4.3 Exploitation materials

The exploitation materials are described in D7.1 Marketing basics & web and are the same as the dissemination materials in chapter 3.2.4.

3.4.4 Exploitation target audience

The following target audience was identified for ***GIANTS:***

- **Vehicle and component manufacturers** interested in the development of new, light e-vehicles based on ***GIANTS*** platform
- **Technology providers**: Companies and institutions developing components for light e-vehicles based on ***GIANTS*** platform.
- **Private and commercial customers of light e-vehicles** benefit from higher efficiency and range and lower costs. Lower costs will increase affordability of light e-vehicles in emerging and advanced markets
- **Logistics companies**, fleet operators and associations
- **Municipal administrations** interested in the potential of light vehicles based on ***GIANTS***-technology offer for urban development (better quality of life, lower space requirements for urban infrastructure (e.g. parking spaces, drive lanes, shared road spaces for motorized and non-motorized transport))
- **European Commission**: Main stakeholder of the project, responsible for set-up of R&D projects in line with project call.
- **Road Transport Electrification R&D project ecosystem**: R&D projects related to the ***GIANTS*** project, e.g., by similar targets, technology or interests.
- **2ZERO partnership** will benefit from project results and experience support towards the monitoring of its KPIs.
- **Scientific communities**, especially in the domain of light e-vehicle development.
- **General public**: Public community, interested in important project impact on public sector, especially lower CO_2 and other emissions from urban road transport.
- **Standardisation organisations**: Organisations which are creating international technical standards

4. Conclusion

The described dissemination, communication and exploitation plan is a solid base for the corresponding activities to promote the project and upcoming results in the field of modular L-Vehicle platforms and their respective technologies.

The described plans will be reviewed and adapted on a regular basis if necessary. Feedback from the project officer as well as reviewers will be considered to increase the range and impact of ***GIANTS***.

5. Abbreviations

Term	Definition
CO_2	Carbon Dioxide
D&C	Dissemination & Communication
GIANTS	Green Intelligent Affordable New Transport Solutions
IoT	Internet of Things
KER	Key Exploitable Results
LEV	Light electric vehicle
OEM	Original Equipment Manufacturer
PhD	Doctor of Philosophy (philosophiae doctor)
PO	Project Officer
PU	Public
R	Document, Report
R&D	Research & Development
RTD	Research and technology development
TRL	Technology Readiness Levels
VCU	Vehicle control system
ViPV	Solar panel kit for vehicle integrated photovoltaic solution
WP	Work Package

6. References

[1] Amna Sadaf, 'Lasswell's Communication Model'. [Online]. Available: https://www.amnasadaf.com/lasswells-communication-model