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Qualifying and **I**mplementing a user-centric designed and **E**fficient **T** electric vehicle

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D6.1: Dissemination and communication strategy (PU)

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Publishable Executive Summary

For research projects like QUIET, efficient communication activities are crucial to ensure wide dissemination of the gained results and extensive exploitation of the new concepts and technologies developed. Hence, communication activities will occur at each stage of the QUIET project involving partners and organizations outside the consortium, end-user groups as well as policy makers/advisors.

This document describes the dissemination and communication strategy which the QUIET consortium will put into practice, thus guaranteeing that the QUIET project receives full attention of relevant target groups and that relevant information is widely available in an appropriate and simply accessible format. To ensure the widest possible impact, the dissemination and communication strategy includes the communication targets (who to communicate with and about what), the communication channels as well as a plan for scientific communication via conference and journal papers. Furthermore, the already posted public website will provide all relevant project information for increasing the visibility of the project and to support the dissemination activities additionally.

The dissemination and communication strategy will be updated during the entire duration of the QUIET project.

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Abbreviations and Nomenclature

Table 1: List of Abbreviations and Nomenclature.

Symbol or Shortname	Description
EC	European Commission
PO	Project Officer
PC	Project Coordinator
GA	General Assembly
WP	Work Package
DL	Dissemination Level
RTD	Research and Technology Development

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D6.1: Dissemination and communication strategy (PU)

1. Introduction

The QUIET dissemination and communication strategy will be applied at each stage of the research and aims to strengthen the visibility and awareness to key stakeholders and to cultivate the communication to a broader public as well as to the scientific communities. The dissemination strategy will be tailored based on the target audience and key messages (**WHO/WHAT**), on the methods and communication channels (**HOW**), on the implementation schedule (**WHEN**), on the dissemination activities and impact assessment measures, and on the needs to answer the question on **WHY** to disseminate. The communication strategy includes the publication of press releases, scientific conference papers and presentations as well as presence at relevant industry and scientific events, workshops and face to face discussions. Furthermore, the QUIET communication strategy defines the intended communication channels within and outside the consortium on national and European level. The communication strategy is accessible to all members of the QUIET consortium and it allocates the communication responsibilities to the partners, e.g. that all partners will use their networks and experience gathered in EC funded projects to gain the QUIET communication activities.

It is anticipated that beside the QUIET partners, organizations outside the consortium, end-user groups as well as policy makers/advisors will also be highly involved in the QUIET communication activities. This involvement is on the one hand crucial for the achievement of project objectives and on the other hand important for promoting and strengthening the visibility and awareness for different stakeholders, impacting the QUIET results through their extensive future usage.

A comprehensive range of communication activities is planned and executed, thus ensuring that the project receives full attention of relevant target groups. Hence, this document provides the dissemination and communication strategy for the QUIET research which can broadly be divided into four parts:

- Detailed communication and dissemination strategy;
- Target audience and key messages (WHO/WHAT/WHY);
- Methods, communication channels and implementation schedule (HOW/WHEN);
- Impact assessment of dissemination and exploitation activities (HOW MANY).

2. Detailed Communication and Dissemination Strategy

To ensure consistency of presenting the project outcomes to target audiences (i.e. various stakeholders including EV-experts, the automotive OEMs and suppliers, the EU and member states, the public authorities and the general public), the communication and dissemination of the QUIET results through printed and electronic media will follow a detailed strategy to be revealed in this document. The communication and dissemination strategy determines relevant target groups, as well as suitable project-specific communication tools and channels, in order to spread the QUIET message and results in an effective way (i.e. in a suitable and easily accessible format). This also includes participation at relevant events (like the Electric Vehicle Symposium, or the SAE World Congress) mostly in Europe, where the project outcomes could be presented, as well as publications in specialised magazines and peer-reviewed scientific journals. Communication and dissemination of project results will be performed by all project partners so that the transfer of multi-disciplinary knowledge of user-centric designed and efficient EV will be ensured. Highlights of the project will be presented on the project website and announced in periodical e-Newsletters. The communication and dissemination strategy will be updated and deployed along the project life cycle and beyond and will be reviewed once a year (during the General Assembly). T6.1 (Dissemination and communication) of WP6 (Exploitation and dissemination) focusses on the dissemination and communication activities which all the partners closely work together on to deliver the dissemination materials, under the coordination of UOZ. A summary of all published documents will be created by month 36.

All QUIET WP leaders are strongly advised to monitor the quality and frequency of the publication of results, actively participate in workshop organization, and release news on project developments in different WPs. To this end, the communication and dissemination strategy also regulates internal communication between the QUIET members, which will be facilitated by means of internal periodic reports available to all partners.

Widespread and effective QUIET dissemination actions aim at communicating the project's objectives and results to a general audience by promoting them and demonstrating their impact to researchers and engineers participating in other Research, Development and Innovation (RDI) projects in the field (e.g. other GV-05-2017 projects like DOMUS, OPTEMUS, XERIC, JOSPEL), as well as to professionals from automotive OEMs and suppliers, other companies working in the field of electro-mobility, scientists, policy makers and society as a whole.

Therefore, two dedicated public workshops will be organised, where industrial partners of the QUIET project will present project results to push for their wider acceptance and exploitation. The aim is to inspire others to adopt project findings and thus contribute to further growth of the EV market across Europe. The strategy foresees a medium-term workshop (organised e.g. in Month 18) to present a comprehensive overview of QUIET solutions with quantitative comparisons of their advantages when compared with the existing solutions. At the end of QUIET (in month 36), the final workshop will present the achieved R&D results and technology accomplishments of the project.

The contacts established with other projects (e.g. DOMUS, OPTEMUS, XERIC, JOSPEL), which have similar technical interests and goals should result in the possibility to raise the quality and acceptance level of the aforementioned medium-term workshop and to arrange follow-up online webinars. In general, webinars will be hosted whenever feedback is needed or when new project results and outcomes are ready for dissemination.

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2.1. Responsibilities

- UOZ has the responsibility for the development and definition of the dissemination and communication plan and the indicators to analyse and assess the efficiency of the communication strategy.
- AIT publishes papers in cooperation with other partners and extends the network of contacts, increases reputation and represents the project consortium by visiting relevant events and conferences. Furthermore, AIT supports the organization of the planned workshops and communication with other RDI projects.
- QPA, QPD provide reports on intermediate results for public communication and are responsible for the workshop contents, promotion and gaining industrial partners.
- IFAM, ATT, ECON, RUB, UOZ, AIT, QPD, QPA, JRC write publications and present the results in scientific journals and at conferences.

2.2. Commitment to Disseminate Results

All QUIET partners are committed to disseminate relevant results gained while abiding the following actions:

- **Addressing right target audience.** This includes determining target groups for the project dissemination (by reinforcing the initial identification of target audience given in the project proposal towards dispersion to widespread stakeholders at both national and international levels) and identifying crucial messages to be disseminated towards each target group.
- **Defining tools and communication channels for each target group.** This is to clearly communicate the project mission, its main objectives and expected outcomes and achievements. Here, it is essential to convey which solutions will be offered by QUIET and how they can benefit various stakeholders in their products, processes and missions. Possible communication channels include QUIET newsletters and use of social media.
- **Stressing the inclusive mission of QUIET.** Dialogue with stakeholders is a key objective of the QUIET communication strategy, and as such it needs to reflect the project's inclusive character and its openness to a wide audience when communicating the main achievements and exploitation opportunities.
- **Engagement of stakeholders.** As a natural extension of the previous action, stakeholders should be made interested in the project mission and its outcomes, and encouraged to become involved. Therefore, the main aim of this action is to early communicate the key project concepts and technologies, as well as benefits that they can bring to electric vehicles of future, in order to gain diverse interests and active involvement of different groups. This includes launching interactions with similar RDI projects and related networks to facilitate exchange of gained experience and its dissemination and exploitation.
- **Using a variety of communication tools.** Recognising that different target groups and types of messages require different communication tools, QUIET is determined to exploit a wide range of communication tools such as project website, communication material such as posters and brochures, periodic newsletters, social media, scientific papers, major presentations at key international events and similar.
- **Communication promptness.** Information has to be timely communicated to the main stakeholders to be effective. In order to ensure this, the communication strategy is to be continuously executed along with other project activities. It is of importance that all project partners are involved in this

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process, as they are involved in different stakeholder networks, develop different solutions, and can anticipate the character and promptness of information to be shared with various stakeholders. Finally, for the communication strategy to be sustainable, it is important to ensure that QUIET outcomes including their exploitation cases remain available after the project completion. Therefore, the project website will be made operational and maintained at least a couple of years after the project has ended.

- **Branding QUIET.** The QUIET logo, templates of technical reports and presentations, and the project website have already been set. In order to properly brand the project i.e. to make it visible and recognisable, different project deliverables and products need to be clearly linked to the project through the use of logo, templates and website address. Preparing and widely exposing appealing project posters, brochures and newsletters is also of key importance for the project branding.
- **Communication at awareness, understanding and action levels.** Wide groups that do not need a detailed knowledge of the project will be targeted at the awareness level of communication. The aim is to make those groups aware of QUIET's mission, objectives and basic outcomes, where the main channel of communication will be related to social networks. Making such awareness among a wide group of stakeholders will facilitate building a stronger identity and profile of QUIET. The understanding level of communication will be targeted at a number of specific groups with the aim of raising understanding of QUIET key technologies and outcomes (e.g. those invited to take part in the workshops). These are the groups that are expected to contribute in developing similar systems (e.g. professionals invited to participate at the project workshops) or benefit from the project achievements (e.g. automotive OEMs and suppliers). Finally, at the action level the communication activity is aimed at changing common practices towards usage of more efficient electric vehicle systems and components, based on adoption of concepts and results developed by QUIET. The targeted groups are aimed to steer the change of course within their organisations including public authorities.
- **Effective steering, reporting and evaluation.** The project proposal has identified basic performance indicators of the dissemination and communication activities (see Section 5). These indicators will be continuously monitored to evaluate the success of the strategy implementations. Proper steps will be undertaken to overcome eventual gaps in implementing the strategy. The final evaluation will be documented in the corresponding project deliverable in month 36.

2.3. Open Access Strategy

QUIET will fully embrace the open access publication policy of Horizon 2020 by providing online access to scientific information that is free of charge to end-users (“Gold Open Access”). Scientific information refers to peer-reviewed scientific research articles (published in scholarly journals). The QUIET consortium will use the **OpenAIRE** repository for peer-reviewed articles published by the consortium. Each partner will ensure open access to the deposited publication (via the repository) at the latest on publication, if an electronic version is available for free via the publisher, or within 6 months of publication.

2.4. Information on EU Funding – Obligation and Right to Use the EU Emblem Publications

Unless the European Commission requests or agrees otherwise, or unless it is impossible to comply for acceptable reasons, any dissemination of results (of any type and in any form, including electronic) must:

- Display the European Commission emblem (cf. logo on the first page above) and
- Include the following text:

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2.5. Disclaimer Excluding Agency Responsibility

As stated in the previous subsection, any document issued to disseminate the project results must indicate that it only reflects the authors’ view and that the European Commission is not responsible for any use that may be made of the information it contains.

2.6. Managing Research Data and Knowledge

Due to the highly innovative concept of the project, special care will be given to **managing the knowledge and IPR**. A guiding rule is that organizations investing in research should have an advantage over those who do not. This means that generated knowledge of commercial interest must be safeguarded and protected for the exploitation by the owner. On the other hand, the partners of this project have come together in order to collaborate and benefit from their respective resources and competencies. Added value through sharing knowledge and promoting exploitation are therefore clear objectives. The two aspects described above lead to the principle that generated knowledge of a partner is made available to other partners to the extent needed to those partners in order to fulfil their technical work in the required level of quality. The major aspects of sharing, non-disclosing and exploiting the generated knowledge (foreground) are subject of:

- **Confidentiality:** Each partner will treat information obtained from other partners as confidential and not disclose it to third parties unless it is obvious that the information is already publicly available.
- **Patents:** Partners who will develop patentable knowledge will be encouraged to apply for patent or similar form of protection and shall supply details of each such application to other partners.
- **Access Rights:** Partners will grant to each of the other partners royalty-free access right to knowledge generated in the project to the extent needed to successfully perform the project. Access rights to a partner’s pre-existing knowledge (background) for use outside the project is, when needed and only to the extent necessary to make use of the project result, given on preferential conditions to the other partners.
- **IP Ownership:** Foreground IP shall be owned by the project partner carrying out the work leading to such Foreground IP. If any Foreground IP is created jointly by at least two project partners and it is not possible to distinguish between the contributions of each of the project partners, such work will be jointly owned by the contributing project partners. The same shall apply if, in the course of carrying out work on the project, an invention is made having two or more contributing parties contributing to it, and it is not possible to separate the individual contributions. Any such joint inventions and all related patent applications and patents shall be jointly owned by the contributing parties. Any details concerning the exposure to jointly owned Foreground IP, joint inventions or joint patent applications are addressed in the QUIET Consortium Agreement. Background IP, which will be used in the project by each partner, will be listed and agreed upon in form of a positive list which may be amended in course of the project, if needed.
- **Ownership of Knowledge:** Knowledge is owned by the partners who carried out the work generating the knowledge, or on whose behalf such work was carried out. If a partner wishes to assign knowledge

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to a third party, it should inform the other partners requesting their consent, which should not unreasonably be withheld.

The approach to knowledge and IPR management is detailed and regulated in the Consortium Agreement.

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3. Target Audience and Key Messages

3.1. Communication Activities and Targets

Project brochures and posters will aim for a uniform appearance with a high recognition value. Both marketing materials will refer to the project website, which provide comprehensive information source kept up to date on a regular basis. The intention of the project brochures and scientific posters is to keep interested groups informed. They will be delivered/posted at scientific conferences, local and global fairs.

Press releases will be issued on a regular basis, at least twice per year, to overview the latest project results or to promote public events (like fairs). The intention of press releases will be to provide information to the broader public. The consortium members will actively seek press interviews in online technological forums, newspapers, magazines, radio, TV etc.

Contributions in professional journals as well as scientific journals will be written by the industrial-partners, highlighting their specific expertise and development results in the context of QUIET. Target groups are potential clients of the partners. Scientific publications will be performed by the Research and Technology Development (RTD)-partners. The author-list will include the technically involved SMEs' professionals. Target groups are the RTD-world community and special interest groups. The following journals will be targeted: International Journal of Sustainable Transportation, SAE International Journal of Alternative Powertrains, International Journal of Automotive Technology, International Journal of Vehicle Design, ASME Journal of Dynamic Systems, Measurement and Control, IEEE Transactions on Vehicular Technology, Energy, Applied Energy, Energy Conversion and Management etc.

Conference presentations will mainly be addressed to interest groups and policy-makers. The following conferences are in the focus of QUIET-partners: Transport Research Arena 2020, Electric Vehicle Symposium, Forum Elektromobilität, Modelica Conference, SAE conferences, VPPC Conference, SAE World Congress and Exhibition, SDEWES conference, ASME congress, European Electric Vehicle Conventions (EEVC), etc.

Production of a **project video**: A video of the QUIET project will be produced and made available on the project website as well as uploaded onto new media channels such as YouTube. The video can also be used as part of the training and dissemination activities.

Two **public workshops** will be organised by the QUIET consortium in order to disseminate project results to professional audience. The target audience will be professionals from automotive OEMs and suppliers, companies working in the field of e-mobility, scientists and policy makers. At the workshops the industrial partners of the QUIET project (e.g. HRE, QPA, QPD, ATT, ECON, VEN) will present the project results and push for the exploitation. The aim is to inspire others to adopt project findings and thus contribute to further growth of the EV market across Europe.

Every partner of the QUIET consortium should use its **social media channels** for promoting the QUIET project and spreading the results intended for the broad public community. Using social media channels, a wider audience can be reached as it is currently one of the most important public communication channels.

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3.2. Target Audience Definition and Communication Modes – Key Messages

Consortium: Meetings

- Meetings of partners participating in individual WPs will be organised as project progresses and coordinated by the WPs' leaders. The project coordinator should be informed on advance about the meetings and the meetings' minutes should be accessible to all partners.
- QUIET's General Assembly meetings will be held twice a year and taken as a platform for discussing recent outcomes of the project and possible issues, as well as planning further activities and making decisions.

Consortium: Collective Communication

- In order to provide an informative and timely update of the progress of the project, meetings on a regular basis, but at least twice a year, will be held. In case of technical or quality issues internal project reports of all QUIET partners will be requested every two months to support timely intervention. Task leaders are encouraged to report any issues that affect the quality and timeline of the project to the responsible WP leader and subsequently to the project coordinator.

Scientific Community: Publications

- Project partners coming from universities or research institutes will publish their research results in scientific journals. The results will be published not only in journals and international congresses/conferences that belong to distinct disciplines of the partners' expertise, but also in multidisciplinary and interdisciplinary ones covering a whole of partners' expertise. Presentations at international conferences and congresses represent a key part of QUIET's communication strategy, as they can greatly contribute to making a network of new contacts and directly transfer and lively discuss the QUIET concepts and solutions within the international community. All partners are committed to publish conference articles and provide the information about publications to the Management team to reveal it in the QUIET website.

Scientific Community: Conferences

- The consortium will continuously search for available conferences, workshops and forums in order to select the most beneficial ones for the project. The selected international conferences will be notified to all partners for their paper submissions.
- Workshops and special sessions at conferences also represent a part of the dissemination strategy. These instruments will be used to raise awareness of the developed RDI solutions and to facilitate collaboration with other related projects. These events will jointly be organized with projects that have similar objectives to QUIET and exhibit synergies for future RDI cooperation. They will be open to public and include invited lectures, in order to broaden the QUIET exposure and facilitate adoption of developed solutions within research community, industries and public organizations.

Scientific Community: Newsletters

- In addition to publications, QUIET will be issuing newsletters, to disseminate project results and announce future activities planned by the project consortium. All project partners will participate in preparing newsletters by making contributions related to their project tasks.

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Scientific Community: Other Activities

- Essential effort on dissemination together with the other RDI projects (e.g. other GV-05-2017 projects like the DOMUS project) will be planned in order to optimize the visibility of each project. Links to the project websites will be advertised on the websites and portals of the other RDI-projects. Other major research projects as well as technology platforms and/or other international initiatives will be used for advertising and promoting QUIET and its results. This also includes the dissemination in dedicated workshops and will allow QUIET to organize common activities/joint outreach initiatives together with other consortia and, consequently, to benefit from this synergic effect and take advantage of the successful experiences of the other projects.

Industry: Direct Communication

- The QUIET partners will continuously communicate with other automotive OEMs and suppliers to promote project outcomes and developed components and systems to facilitate their wider adoption and exploitation.
- Various companies and organizations will be encouraged to promote success stories from interaction with QUIET.
- Direct communication with industry does not require authorisation but the obligation to maintain confidentiality must be applied according to the consortium agreement. The QUIET consortium will be kept informed about the occurred direct communication either verbally or in writing (e.g. during consortium meetings or by sharing a written summary).

Policymakers: Direct Communication

- The consortium will promote the QUIET mission with national and international policy-makers to raise awareness of advanced energy saving technologies for electric vehicles.
- QUIET partners will promote the development of policy measures in the field of electrified transport from the perspective of technologies developed within the project and their impact on electric vehicle energy efficiency for a wide range of ambient conditions.
- Direct communication with policymakers does not require authorisation but, again, the obligation to maintain confidentiality must be applied according to the consortium agreement. The QUIET consortium will be kept informed about the occurred direct communication either verbally or in writing (e.g. during consortium meetings or by sharing a written summary).

Policymakers: Collective Communication

- QUIET will provide that newsletters reach a wide group of national and regional policymakers to keep them informed on the project developments and their impact on energy efficiency gains of future electric vehicle.

4. Methods, Communication Channels and Implementation Schedule

The following communications channels will be established:

- **Private conversations:** A considerable part of QUIET communication activities will occur in the form of direct contacts with different target groups (automotive OEMs/suppliers, scientific community, public authorities). These private, typically bilateral conversations do not require authorisation and represent a most convenient way to inform and impact external parties about the project-developed solutions and to get feedback information particularly those related to opportunities of wider

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exploitation. However, during private conversations the obligation to maintain confidentiality must be applied anytime according to the consortium agreement. The QUIET consortium will be kept informed about occurred private conversations either verbally or in writing (e.g. during consortium meetings or by sharing a written summary).

- **Project website (public):** The already posted QUIET website (www.quiet-project.eu), to be regularly maintained by AIT and HRE-G, serves as a major online platform for posting the project news, promoting the project achievements, and providing overall public material generated by the project (published papers, presentations, newsletters, social media links etc.).
- **Project logo:** The already launched project logo will be used in all documents and publications issued by QUIET.
- **Blogs & Social Media - public conversations:** A wider audience will be more actively reached by engaging into most relevant public conversations through blog and social media, with an ultimate goal of creating a QUIET-related community. Recently a new guide on the use of social media in Horizon 2020 projects has been published by the European Commission (EC) in the form of an on-line Manual¹. QUIET will follow this guide to ensure that the use social media is compliant with EC recommendation. Public conversations are managed by all WP6 (Exploitation and Dissemination) partners.
- **Press releases:** To further amplify the effect of reaching a wide public audience, written statements in form of press releases will be issued and TV and radio interviews will be broadcasted. Apart from promoting the project achievements, the aim of press releases is to gain awareness of electrified transport and sustainable mobility in general.
- **Leaflets and Posters:** Leaflets will be aimed to disseminate the main objectives, basic concepts and the overall mission of the QUIET project. Additionally, posters will present main results and achievements of the project. This material will be exposed at all events to be attended by QUIET partners (conferences/congresses, workshops, exhibitions, fairs etc.).
- A number of **conference and journal publications** is expected based on the methods developed and results obtained within the QUIET consortium. All partners will participate in preparing and publishing papers, as well as in making and updating the publications plan, which will be maintained by AIT and UOZ.

Implementation Schedule

A significant portion of dissemination and communication activities will be covered through scientific and technical presentations on international conferences, workshops and commercial events, as well as through publications in peer-reviewed journals.

General presentations on the project mission, objectives, achievements and impact will be performed via press releases (including TV and radio interviews), public project presentations through exhibition booths, organization of QUIET workshops, production of newsletters, leaflets, posters, etc.

Table 2 depicts the implementation schedule for initially targeted international conferences and workshops, as well as scientific and commercial events. Table 2 will be continuously updated throughout the project duration.

¹ http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

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Table 2: List of Initially Targeted Conferences and Events Forthcoming.

Conference	Short description	Submission deadline	Event date and place	Website
TRA Conference	8th European Transport Research Conference	Not yet available	26/04 until 30/04/2020 Helsinki, Finland	http://www.traconference.eu/
EVS 31	Electric Vehicle Symposium	30/06/18	30/09 until 03/10/2018 Kobe, Japan	http://www.evs31.org
Modelica 2019	13 th International Modelica Conference	05/11/18	04/03 until 06/03/2019 Regensburg, Germany	https://www.modelica.org/events/modelica2019
VPPC 2019	VPPC Conference	Not yet available	Not yet available	Not yet available
SAE WCE	SAE World Congress and Exhibition	Not yet available	09/04 until 11/04/2019 Detroit, USA	Not yet available
EEVC	European Electric Vehicle Conventions	Not yet available	Not yet available	https://www.eevc.eu/# (informative)
SDEWES 2019	Conference on Sustainable Development of Energy, Water and Environment Systems	Not yet available	October 2019, Dubrovnik	Not yet available
IMECE 2019	International Mechanical Engineering Congress & Exposition	Not yet available	November 2019	Not yet available
KULI Usermeeting	Expert Conference on Thermal Management Optimization and Air Conditioning System Design	Not yet available	Not yet available	Not yet available

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CMAME 2019	7th International Conference on Mechanical, Automotive and Materials Engineering	Not yet available	Not yet available	Not yet available
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5. Impact Assessment of Dissemination and Exploitation Activities

The selection procedure for e.g. conferences and papers (i.e. before executing any formal publication or external communication) and the rules to perform formally correct external communications and publications afterwards are described in detail in chapter 5 of the deliverable D7.1 (Quality plan, Contracts and Reports). To assess the effectiveness and impact of the communication material and actions, Table 3 summarizes all relevant indicators as specified and formulated in the Grant Agreement.

Table 3: Summary of Communication Targets.

Channel	Targets	Metrics
Project website	Everyone	# visitors > 100/month # subscribers > 500
Blogs & social media	End-users, R&D community, industry	# blog posts > 5/month
Private conversations	R&D community, policy makers/advisors, industry	# conversations > 10 in total
Scientific publications	R&D community	# papers > 8
Conferences	R&D community, industry, policy makers/advisors	# presentations > 15 Audience > 1,000
Trade shows	End-users, industry, public	# interacting visitors # mentions in press > 3
Press releases	End-users, industry, public	# releases > 6
Public workshops	R&D community, industry, policy makers/advisors	# 2 workshops

Throughout the project period, the metrics above will be used to monitor the communication activities and the final assessment will be conducted at the end of project and delivered in D6.4 (Summary of published documents). The project website implements a counter of newsletter, public publication and press release downloads, which will be used to measure the interest in QUIET publications and assess the success of dissemination strategy. Also, the number of leaflets distributed and posters posted at conferences, workshops and other events will be evaluated, together with the number of people attending these events.

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6. Conclusions

The dissemination and communication strategy to be pursued in the QUIET project to strengthen the visibility and awareness to the relevant target groups (e.g. key stakeholders, general public, scientific communities, public authorities etc.) has been formulated within this deliverable designated as D6.1. The strategy defines communication channels and tools, as well as a plan for dissemination via conference and journal papers.

The dissemination and communication strategy will be updated and monitored during the entire duration of QUIET project to adapt to changing opportunities to approach technical, scientific and general audience, as well as to specific project results obtained.

According to the project proposal and the established strategy, the next steps for QUIET dissemination and communication activities include:

- Continuous adjustment of the strategy based on project results and emerging opportunities to disseminate and communicate these results;
- Design and production of promotion material (leaflets, posters);
- Promotion of the project and dissemination of first project results;
- Participation at relevant international conferences and other events;
- Continuous monitoring of the dissemination and communication performance indicators based on the defined quantitative metrics.

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7. Acknowledgment

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Project Partners:

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Participant No	Participant short name	Participant organisation name	Country
1 Coordinator	AIT	AIT Austrian Institute of Technology GmbH	Austria
2	HRE-G	Honda R&D Europe (Deutschland) GmbH	Germany
3	QPA	qpunkt GmbH	Austria
4	QPD	qpunkt Deutschland GmbH	Germany
5	VEN	VENTREX Automotive GmbH	Austria
6	UOZ	University of Zagreb	Croatia
7	IFAM	Fraunhofer Institute for Manufacturing Technologies and Advanced Materials IFAM	Germany
8	ATT	ATT advanced thermal technologies GmbH	Austria
9	ECON	eCon Engineering Kft.	Hungary
10	RUB	Rubitherm Technologies GmbH	Germany
11	STS	SeatTec Sitztechnik GmbH	Germany
12	OBR	Obrist Engineering GmbH	Austria
13	JRC	Joint Research Centre - European Commission	Italy

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