



*Alliance for Batteries Technology, Training and Skills*

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## **DISSEMINATION at INDUSTRY LEVEL**

D2.6 Dissemination at Industry Level



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Author(s):	Petr Dolejsi		
Responsible Project Partner:	ACEA	Contributing Project Partners:	EUPPY

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	Carla Velasco Martins		Review date:	29/05/2024
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More information about the ALBATTTS project and contact:

[Project ALBATTTS \(project-albatts.eu\)](https://project-albatts.eu)

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## EXECUTIVE SUMMARY

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This report highlights how the successful implementation of the ALBATTTS project was critically dependent on the active involvement of sectorial associations throughout its various stages. Under the leadership of ACEA, the Steering Board provided a unique platform for collaboration with other sector associations and technology platforms, ensuring the project's goals were met effectively.

A key focus of the ALBATTTS project was the dissemination of relevant measures to the industry. This involved raising awareness among battery production companies, maintenance and recycling sectors, and promoting the training programs and job roles developed by the partnership. These efforts were essential for building a skilled workforce capable of adapting to rapid technological advancements.

One of the most significant aspects of the project was the extensive dissemination carried out through the industrial partnership established during its implementation. This partnership operated under the European Commission's Pact for Skills initiative. Notably, the automotive industry and the ALBATTTS project were instrumental in the creation of the Automotive Skills Alliance (ASA). Launched as one of the first and leading industrial ecosystems under the Pact for Skills umbrella, ASA has played a pivotal role in promoting the reskilling and upskilling required for the green and digital transformation of the sector.

Through strategic dissemination and collaboration, ALBATTTS has effectively positioned itself as a leader in the education and training of the battery sector, ensuring a skilled and adaptable workforce for the future. The project's outcomes not only address current industry needs but also anticipate future demands, ensuring sustained relevance and impact in the rapidly evolving green mobility ecosystem.

## INTRODUCTION

This is the final release of the ALBATTs report D2.6. It refers to the Task 2.6 (Dissemination on Industry Level - to provide WP6 possible training opportunities) according to which ALBATTs partnership works with a) sector associations and technology platforms support reaching out battery production companies, maintenance and recycling, b) work towards sustainability and roll-out of trainings developed, c) create physical and electronic material to disseminate results and to stimulate replication EU-wide, d) evaluate paradigm changes affecting electromobility competence needs, due to digitalisation and environment advancements, which can require engagement on reskilling industry workers and social partners.

The focus is on dissemination measures relevant to industry, mainly raising awareness among battery production companies, maintenance, and recycling sectors, promoting training programs and job roles developed by the partnership and essential for a skilled workforce, while highlighting the importance of reskilling and upskilling in response to technological advancements.

One of the significant parts is the broader dissemination performed via the industrial partnership created during the implementation of the project, under the Pact for Skills initiative of the European Commission. The automotive industry, including ALBATTs project, were the protagonists for the creation of the Automotive Skills Alliance (ASA), one of the first and leading industrial ecosystem that were launched as a part of the Pact for Skills umbrella.

### About ALBATTs

The Alliance for Batteries Technology, Training and Skills - ALBATTs is a European Union funded project with the objective of contributing to the electrification of transport and green energy in Europe, by designing a blueprint for competences and training schemes of the future, in the battery and electromobility sector.

The project ran from December 2019 to November 2023 (and was extended until May 2024) with a budget of nearly 4 million euros and included main battery stakeholders comprising industries, R&D organisations, IT companies, public entities, European sectorial associations, VET schools and Universities, from the 10 EU partner countries. 20 European partners from 11 countries were involved. In addition, three Associated partners identified in the original proposal and other three that meanwhile joined the project compose the Steering Board, led by ACEA.

## 1. ENGAGING WITH SECTOR ASSOCIATIONS

ACEA was the entity leading the Steering Board of the ALBATTTS project to ensure engagement not only within the automotive sector, but also beyond it. Other industrial associations were also part of the ALBATTTS project.

Key engagement and dissemination flow of the implementation and delivery of the results towards industrial stakeholders was within following streams:

- Active contact with the industry via ACEA and other associations
- Inclusion within the Automotive Skills Alliance structure
- Engagement with social partners
- Direct link to the industry by the project management

### 1.1. The role of Sector Associations

Predictably, the sectorial associations were and are critical to the implementation of the ALBATTTS project in all different stages:

- Gathering sectorial intelligence
- Testing the validity of the sectorial analysis
- Providing inputs and verification of the trainings developed
- Use of the outcomes of the project
- Disseminating the need for upskilling and reskilling in the automotive ecosystem and beyond.

In general, the sectorial associations act as intermediaries to facilitate communication between industry and educational institutions, which is essential to:

- Provide insights on industry needs and skill gaps.
- Support the development and accreditation of training programs.
- Offer resources and tools for training and skill development.
- Connect companies with educational providers.

From this perspective, ACEA's leadership of the Steering Board provided a unique opportunity to collaborate with other sector associations and technology platforms, ensuring the successful completion of all aforementioned tasks. These tasks extended beyond ACEA's typical scope, but through the Steering Board we were able to reach out to battery production companies, the maintenance and recycling sectors, and other relevant stakeholders. Inclusion in the ASA also facilitated raising awareness of training programs and new job roles across the entire battery ecosystem. Strengthening the recognition of the need for a skilled workforce in this newly established ecosystem was a key element of the Steering Board's work and its outreach to industrial stakeholders.

The interaction with industrial stakeholders and the industry at large enabled the project team to foster valuable partnerships. Throughout the project, the following key industrial stakeholders cooperated with the project team (this list is non-exhaustive). These collaborations occurred at both management levels and during Steering Board meetings, as well as through direct contact between project partners and industry representatives:

- **CLEPA (European Association of Automotive Suppliers):** represents hundreds of enterprises of all sizes within the automotive sector, from Tier 1 suppliers, like Bosch, to small SMEs. It ensures a direct link to the entire supply chain and identifies key challenges related to the green and digital transformation of the sector.
- **ETRMA (European Tyre and Rubber Manufacturers' Association):** Represents tire manufacturers and rubber producers, which are critical components of the automotive value chain and beyond. Provides additional perspectives on the supply chain within the automotive ecosystem.
- **CECRA (European Council for Motor Trades and Repairs):** Represents the vehicle aftermarket, including maintenance and service sectors. Offers insights into the aftermarket segment, particularly relevant for SMEs involved in aftersales services for electrified vehicles.
- **Battery 2030+ Initiative:** A coordination and support action project (CSA) focused on ensuring a strong European battery knowledge base for long-term research. Shares common best practices in battery research and integrates project results and roadmap themes into curricula. (More Information);

- **InnoEnergy and European Battery Alliance (EBA):** Launched in October 2017 by European Commission Vice President Maroš Šefčovič to ensure safer traffic, cleaner vehicles, and sustainable technological solutions. Aims to create a competitive and sustainable battery cell manufacturing value chain in Europe. Driven by EIT InnoEnergy, it includes over 120 stakeholders from the entire battery value chain, now part of an open ecosystem with more than 800 active stakeholders. (More Information);
- **European Battery Academy (EBAA):** Launched by the EBA in 2022, supported by a €10 million grant from the European Commission under REACT-EU. Coordinates re-skilling and up-skilling efforts at a European level, aiming to roll out high-quality training across Member States. Part of the EU's Skills Agenda and the Pact for Skills, addressing the demand for 800,000 workers needing re-skilling or up-skilling in the battery industry by 2025.
- **Eurobat (Association of European Automotive and Industrial Battery Manufacturers):** Represents enterprises across the entire battery value chain. Provides insights into battery production, usage, and recycling. Facilitates the transfer of the latest know-how into skills intelligence and the practical application of ALBATTs project outcomes within the battery industry workforce.

These stakeholders collectively provide critical insights and support to the battery sector's evolving landscape, addressing the challenges of digitalisation, green transformation, and workforce development.

## 1.2. Automotive Skills Alliance

The growing demand for a coordinated upskilling and reskilling agenda in the automotive system and beyond—particularly in the battery value chain, IT applications, and services—led to the establishment of the Automotive Skills Alliance (ASA) in January 2023.

ASA is a unique large-scale partnership structured as a non-profit organisation, promoting and supporting the acceleration of structural labour force transformation in the automotive and related sectors. The founding members of ASA include key automotive value chain



associations such as ACEA<sup>1</sup>, CLEPA<sup>2</sup>, CECRA<sup>3</sup>, and ETRMA<sup>4</sup>. As of April 2024, ASA boasts a membership of over 110 industrial members, social partners, and regions across the EU.

ASA builds on the sustainability pathway of the DRIVES project<sup>5</sup>, the first Erasmus+ blueprint project for upskilling and reskilling, which concluded in 2022. ASA's contributions to the Pact for Skills agenda are fundamentally based on the outcomes of the DRIVES project as well as the results from the ALBATTs project. Deliverables from the ALBATTs project were immediately disseminated through the ASA network, ensuring that the sustainability of ALBATTs was intrinsically linked not only to ASA but also to the broader Pact for Skills movement.

ASA's scope extends beyond the automotive sector, demonstrated through active collaboration with other partnerships and involvement in numerous activities, including:

- **Strategic Cooperation with the European Battery Academy Alliance:** Signed<sup>6</sup> in November 2023, this cooperation enhances the alignment of battery-related skills and training initiatives.
- **Strategic Cooperation with the Committee of Regions:** This cooperation emphasizes the regional dimension of the skills agenda, confirmed by the co-signature of the "Navarra Declaration" in November 2023, in collaboration with the Automotive Regions Alliance and CORAI.
- **Leadership and Participation in Erasmus+ Projects:** ASA leads and participates in several Erasmus+ projects focused on upskilling and reskilling, such as PASS<sup>7</sup>, FLAMENCO<sup>8</sup>, and TRIREME<sup>9</sup>.

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<sup>1</sup> <https://www.acea.auto/>

<sup>2</sup> <https://clepa.eu/>

<sup>3</sup> <https://www.cecra.eu/>

<sup>4</sup> <https://www.etrma.org/>

<sup>5</sup> <https://www.project-drives.eu/en/home>

<sup>6</sup> <https://automotive-skills-alliance.eu/strategic-cooperation-of-european-automotive-regions-a-working-agreement-signed-between-the-asa-the-automotive-regions-alliance-and-the-cors-intergroup-for-the-future-of-automotive-industry/>

<sup>7</sup> <https://project-key-competence.eu/>

<sup>8</sup> <https://project-flamenco.eu/>

<sup>9</sup> <http://project-trireme.eu/>

Through these strategic partnerships and initiatives, ASA plays a pivotal role in advancing the skills agenda across the automotive and related sectors, ensuring a skilled and adaptable workforce for the future.

### 1.3. Social Partners

Social partners represented another key pillar for the project's implementation and sustainability. With their extensive membership, these partners supported the overall acceptance of the green and digital transformation among employers and employees, enabling the evaluation of challenges that with impact in the e-mobility skills and competences needed for the future. This is especially relevant for the digitalisation of both production processes and products. The transition requires clear engagement from workers, and social partners play a critical role in this process.

In the implementation of the ALBATTTS project, the following key partners were involved in implementation, dissemination, and PR outreach activities:

- **CEEMET:** The European employers' organisation representing the interests of the Metal, Engineering & Technology-based industries. CEEMET focuses on topics such as digitalization and the future of work, the digital and green transition, supply chains, health and safety, labour shortages and the economy, labour mobility, and social dialogue.
- **IndustriALL:** An employees' organization (a union of trade unions) representing workers' interests to ensure global union solidarity and cooperation for peace, democracy, and rights. IndustriALL's mission is to secure social justice, equality, and equity, along with a decent standard of living for all.

These partners are integral to the project's success, providing essential support and ensuring that the transition to a green and digital future is inclusive and beneficial for all stakeholders.

## 2. DISSEMINATION TOWARDS INDUSTRY IN THE BATTERY ECOSYSTEM

Effectively disseminating information about training and job roles in the battery ecosystem is crucial for developing a skilled workforce capable of adapting to technological and

environmental changes. By engaging with sector associations and technology platforms, and focusing on continuous education, we can ensure that industry workers remain competent and competitive in the evolving landscape of electro-mobility.

A significant variety of events were organised along the time span of the project duration and those crosscut different interested target groups. Detailed description and assessment of activities is available in previous reports - D2.2, D2.3, D2.4 and D2.5, therefore we will not repeat them here. Only some examples can be found in the following pages, including the ALBATTTS Final conference, to recall the wide coverage of topics of interest for industry stakeholders.

### 2.1. Engaging with Industry Workers

Disseminating information to the industry within the battery ecosystem is crucial for fostering a skilled workforce and promoting the adoption of new technologies and practices. ALBATTTS initiatives addressed current employees in the battery sector, new entrants to the workforce and workers in the need for reskilling or upskilling. The goal was always keeping the pace with continuous technological advancements with updated skills or address skill gaps created by new technologies and processes.

### 2.2. Collaborating with industry Associations and Social Partners

Collaboration with industry associations and social partners was one of the cornerstones of ALBATTTS's dissemination strategy. Collaborating with unions and employee organisations safeguard support workforce transitions and ensure fair practices and worker support during reskilling initiatives. These partnerships enabled the consortium to reach a broad audience across the European Union, ensuring that information about training opportunities, new job roles, and industry advancements is effectively widely accessible.

Organisations like CEEMET and other sector-specific bodies provide a platform for reaching employers and employees within the metal, engineering, and technology-based industries. Their focus on digitalisation, green transition, and labour mobility aligns with ALBATTTS's objectives.

Likewise, organisations such as IndustriALL represent workers' interests and ensure that their voices are heard in the transformation process. Their involvement was crucial for securing social justice and equitable standards of living for workers as the industry evolves.

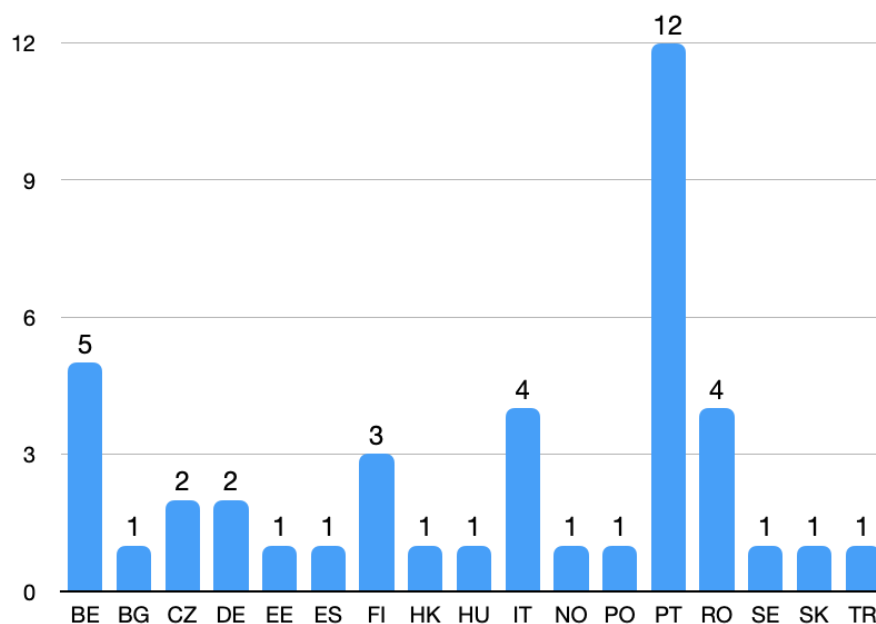
## 2.3. Examples of relevant events targeting industry

### 2.3.1. Towards a Functioning Battery Ecosystem – Building Knowledge and Skills

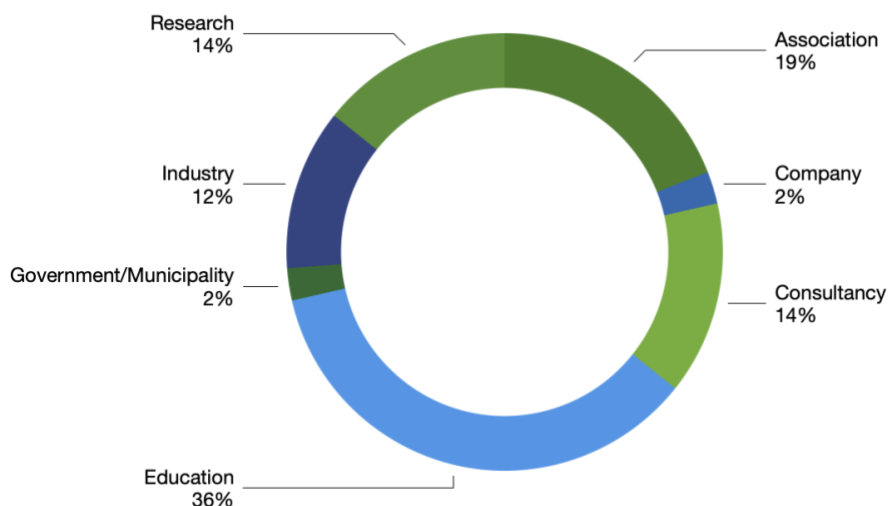


This online event was held on 28/06/2023 and was [livestreamed through Facebook](#).

**REGISTRATIONS:** Registration requests came from **17 countries (3 from outside the EU)**, as shown in the graphic below.



36% of registrations were from the industry sector and 12% were from the education sector. Other registrations were from the sectors in the visual representation provided below.



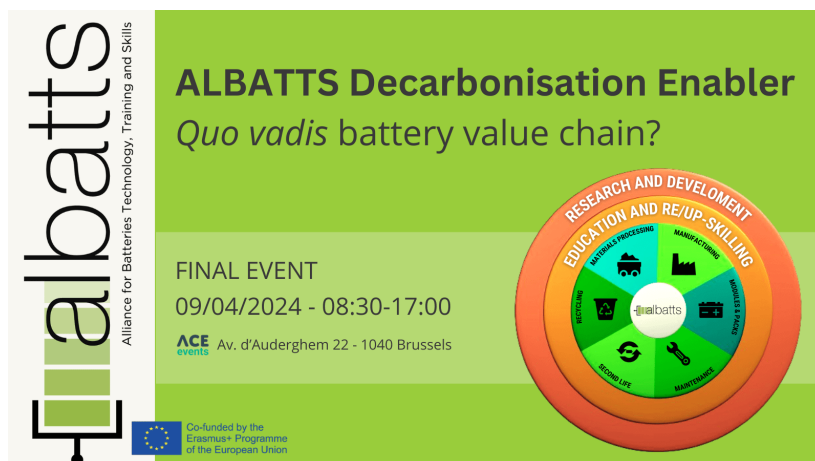
### 2.3.2. Skills and talent for the Green Transition – Boosting Regional Competitiveness



This online event was held on 25/10/2023 within the context of the [European Cities and Regions Week 2023](#).

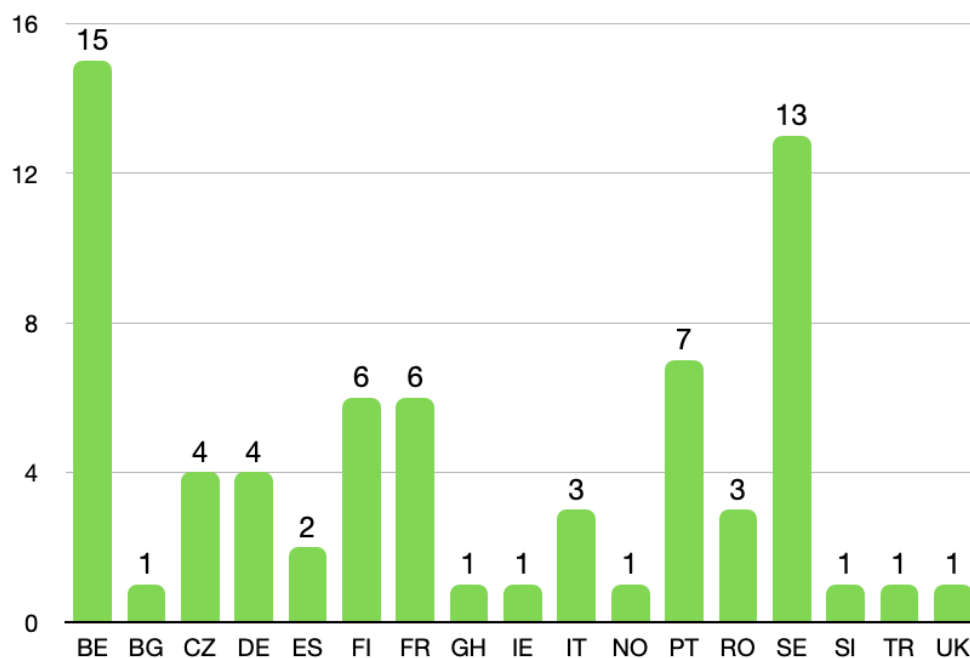
Registrations were made through the European Week of the Regions and the Cities platform, through which the event was also streamed.

### 2.3.3. ALBATTs Final Conference



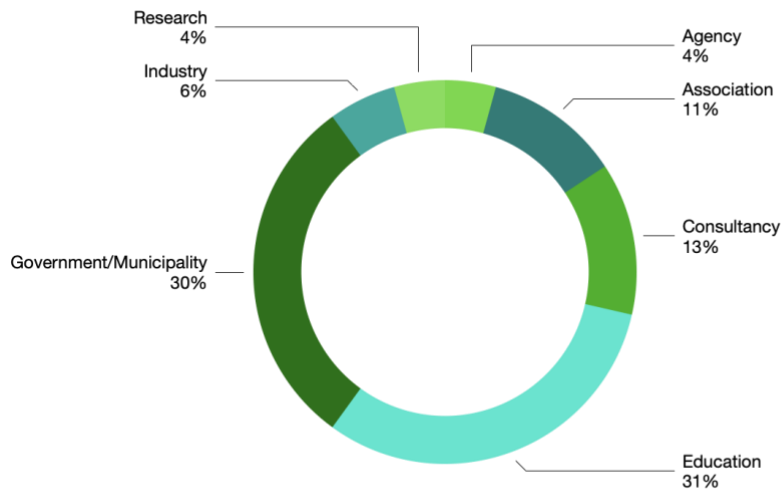
This was an in-person event that was held in Brussels (European quarter) on 09/04/2024. Its recording can be viewed [here](#).

**REGISTRATIONS:** Registration requests came from **17 countries (4 from outside the EU)**, as shown in the graphic below.



6% of registrations were from the industry sector and 31% were from the education sector. Other registrations were from the sectors in the visual representation provided below.





## OTHER INSIGHTS

Registrations	Attendees	Event timeframe
70	60	From 08:30 to 17:00

Conference views since made available through the ALBATTS website: 29



ALBATTS Final Conference Opening and First Panel

## CONCLUSIONS

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Dissemination towards the industry in the battery ecosystem revealed to be essential for the success of the ALBATTs project. Through well designed strategic dissemination efforts and guidance from the Steering Board lead by ACEA, ALBATTs did the utmost to carve out a distinctive identity within the green mobility ecosystem. The consortium has succeeded to be recognised as a beacon of innovation and progress in the field of education and training for the battery sector. By continuously updating and refining its offerings based on industry and education and training (see D2.5 for details) feedback, ALBATTs ensured that its programs are aligned with the latest advancements and industry needs.

Through making strategic partnerships with industry associations and social partners, as well as organising targeted events and community engagement, ALBATTs promoted awareness, gathered insights, and fostered collaboration.

These efforts created a path and a legacy that marked a fundamental milestone towards sustainability. Those positioned ALBATTs as a leader in the education and training of the battery sector, driving forward the green mobility agenda and ensuring adaptable training materials and concepts for a skilled workforce for the future.

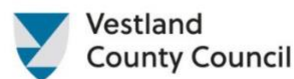


## ALBATTS CONSORTIUM AND STEERING BOARD

### COORDINATOR



### FULL MEMBERS



### STEERING BOARD

