



Alliance for Batteries Technology, Training and Skills

2019-2023

DISSEMINATION



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EXECUTIVE SUMMARY

This EU-wide dissemination report provides an overview of the strategy and all main actions carried out by the consortium to disseminate the results of the project at the different levels and target audience.

As a result of its strategy, the project has implemented dissemination actions aiming to:

- ◆ *Generate initial awareness* - to ensure visibility of ALBATTTS project at regional, national and EU level;
- ◆ *Targeted awareness market* - with selecting stakeholders in partner countries and EU-wide that have a direct interest and involvement in the battery ecosystem development
- ◆ *Strategic awareness* - to boost interest in the different communities and target groups to update on achieved results and collect relevant inputs to enhance outcomes and mark a differentiated identity for ALBATTTS among the green mobility ecosystem

These actions reached more than sixteen hundred people interested in the project activities of which about 365 are registered stakeholders. With these numbers in the past 20 month, the consortium considers having achieved a high level of dissemination performance as the interaction was basically virtual. The engagement with stakeholders and interested followers in the social media channels, with the organised online events or by direct mail contacts, covers the whole spectrum of the target audience. Beyond that, the work carried out in dissemination, namely the production and release of factsheets with highlights about the research and intelligence in the mobile and stationary battery ecosystem, is also expected to have triggered the targeted and strategic awareness that are part of the project goals.

The consortium has detected publications referring to ALBATTTS project from institutional entities (i.e., EC, EP), from other initiatives in the battery ecosystem and a growing interest by the industry, regional actors and education providers.

In view of this, the consortium is optimistic regarding the future impact of the dissemination of the project in the next half timeframe, be it at national, industrial, educational or policy levels, across-EU and globally.

INTRODUCTION

This report (D2.2), first release, refers to the task 2.2 (EU Broad Dissemination and Communication), which is part of the Work Package 2. The whole package concerns ALBATTs Dissemination activities and Eupportunity is its leader, interacting and cooperating with all consortium members.

The document provides an overview of the strategy followed by the ALBATTs consortium to disseminate the results of the project EU-wide during the first half of the project (M1-M24). It covers the goals and actions that have been established in the dissemination strategy described in detail in D2.1 (Project Dissemination and Communication Plan) and the activities carried out to implement that strategy.

The structure of the document includes a brief outline of the strategy, the Initial awareness phase and the following chapters develop on the key aspects of it. The work was very much conditioned by the start of the sanitary situation, forcing the transformation and creative redesign of the activities that could be undertaken. Some of the encompassed actions were directed to training and education of workers and industries locked by the quarantine (Task 2.5 Dissemination at Training and Education Level and Task 2.6 Dissemination at Industry Level) while the interaction with institutional entities and policy makers was reinforced for similar reasons (Task 2.4 Dissemination at Policy Level). Dialogue with other battery related initiatives and projects increased, looking for synergies and smart ways to boost the emerging ecosystem. All that also impacted in the production of reporting documents that were legged behind and privileged the effort on more immediate impacting initiatives.

It is important to note that this report aims to be as complete as possible to the related period, yet it is a first release of scheduled actions. These will continue to be carried out in the near future, towards the end of the project.

ALBATTs will support close collaborations between industrial and educational stakeholders, in the **emerging Batteries for Electro-mobility ecosystem**. That means that information related to the design, production, use and disposal of batteries is yet incipient and the stakeholders and network are in the process of being developed. Also, a lexicon is being established by the definition of skills requirements, job roles and associated trainings.

This new-born ecosystem is the frame where ALBATTs sets and is the real challenge faced by the consortium.

ABOUT ALBATTs

The Alliance for Batteries Technology, Training and Skills - ALBATTs is a European 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 runs from 2019 to 2023 with a budget of 4 million euros and includes 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. That means that 20 European partners are involved. In addition, three Associated partners identified in the original proposal and those that meanwhile joined the project that, due to their relevance to the battery ecosystem, compose the Steering Board, led by ACEA.



Fig. 1 Geographical location of ALBATTs partners

1. DISSEMINATION STRATEGY

An important feature of ALBATTs spread of related initiatives and achievements is to follow a strategy that can steer the dissemination and communication of activities during the project lifetime, ensuring that the actions, results and outcomes of the project reach the targeted audience. Also, that they cover the project's overall objectives and are within the allocated budget.

The work package leader and partners published a strategy (D2.1) that specifies the communication objectives that the project should reach throughout its duration and beyond December 2023.

1.1 OVERVIEW OF THE DISSEMINATION STRATEGY

To further enable the sustainability of the project in the long-term, it is important to achieve the proposed objectives. With this in mind, we defined target entities, key messages, channels, tools and timelines, for intra and extra-consortium communication & dissemination.

Overall, the goals of this ALBATTs communication and dissemination plan are as follows:

- ◆ Define ALBATTs overall goals making those the hub for widespread;
- ◆ Delineate and share with the partnership the vision for an effective dissemination and communication strategy;
- ◆ Identify the main stakeholders subdivided by categories;
- ◆ Establish the audience to target, distinguishing those potentially interested in the results;
- ◆ Ensure bridging with relevant battery related initiatives, projects or policies for consistency and awareness raising of developments, namely in the area of skills demand;
- ◆ Pinpoint outcomes associated to objectives and create messages to convey, knowledge or results to share;
- ◆ Ensure that messages are informative in communicating to the wide public and clear and concise when disseminating to those that can make best use of results – high-level stakeholders, education and scientific community, decision-makers;

- ◆ Communicate and disseminate the results and achievements during and after the lifetime of the project;
- ◆ Create a set of tools to be used by partners for communication and dissemination activities;
- ◆ Identify moments to communicate and disseminate and prioritise related actions.

The following image is an illustration of the main aspects the strategy will cover:



Figure 2 Components of the communication strategy

At EU level, there will be two important focuses throughout this project. On the one hand, the recognition that batteries will be essential to the success of the energy transition and, on the other, the certainty that this transition, this sector and the European industry will not be able to be autonomous, innovate and overcome themselves without gathering skilled workforce and upskilling or reskilling needed expertise and workers.

Most actions will gravitate around this.

1.1.1 Target Audience

The battery ecosystem in Europe, namely on batteries for electromobility, is yet new, emerging and developing, thus forming own stakeholders' constellation groups associated to materials definition and processing, production, use and recycling, in all, entities belonging to the battery value chain. ALBATTs addresses mobile and stationary energy storage units together with research, development and productions. Those also encompass the establishing education and training strategies for the sector. Networks exist within the addressed subdomains and new networks will emerge.

ALBATTs partnership will establish and identify own stakeholders to be classified per target groups. It will also bridge the mobility ecosystem through the association with DRIVES running blueprint. This activity will mainly be performed and developed by involved partners in WP 2 and WP3, even if all partnership is involved.

In a nutshell, some of the main target groups are identified and illustrated below:

- ◆ Enterprises in the value chain of batteries for electromobility

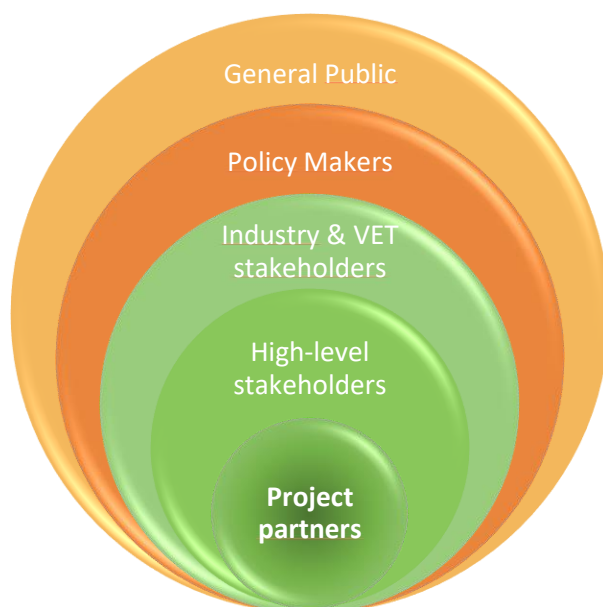


Figure 3 Project stakeholders

- ◆ European workers in workplaces that may be re-skilled to the sector
- ◆ Educational providers at all levels
- ◆ Thematic technology platforms and initiatives related with batteries, in research, production, energy storage and recycling
- ◆ Business branch organisations and associations
- ◆ Decision makers in governing bodies at all levels
- ◆ The general public

In ALBATTs Communication and Dissemination effort, different target layers of stakeholders, external to the project partners, will be contacted.

1.1.2 Gathered Stakeholders

Within the first two years of its implementation, project ALBATTs attracted 365 registered sectoral stakeholders and a higher multiplying number of people interested to follow its activities and by that contributed to the overall awareness of skills development in the European battery sector. In addition, project stakeholders have registered to receive regular newsletters with news from the **sector, up-to-date, state-of-the-art results** of the project, and invitations to webinars to discuss current topics of the re-/up-skilling within the sector. At present, some information on geographical distribution and metrics about ALBATTs stakeholders is depicted in Figure 4 and following graphs.

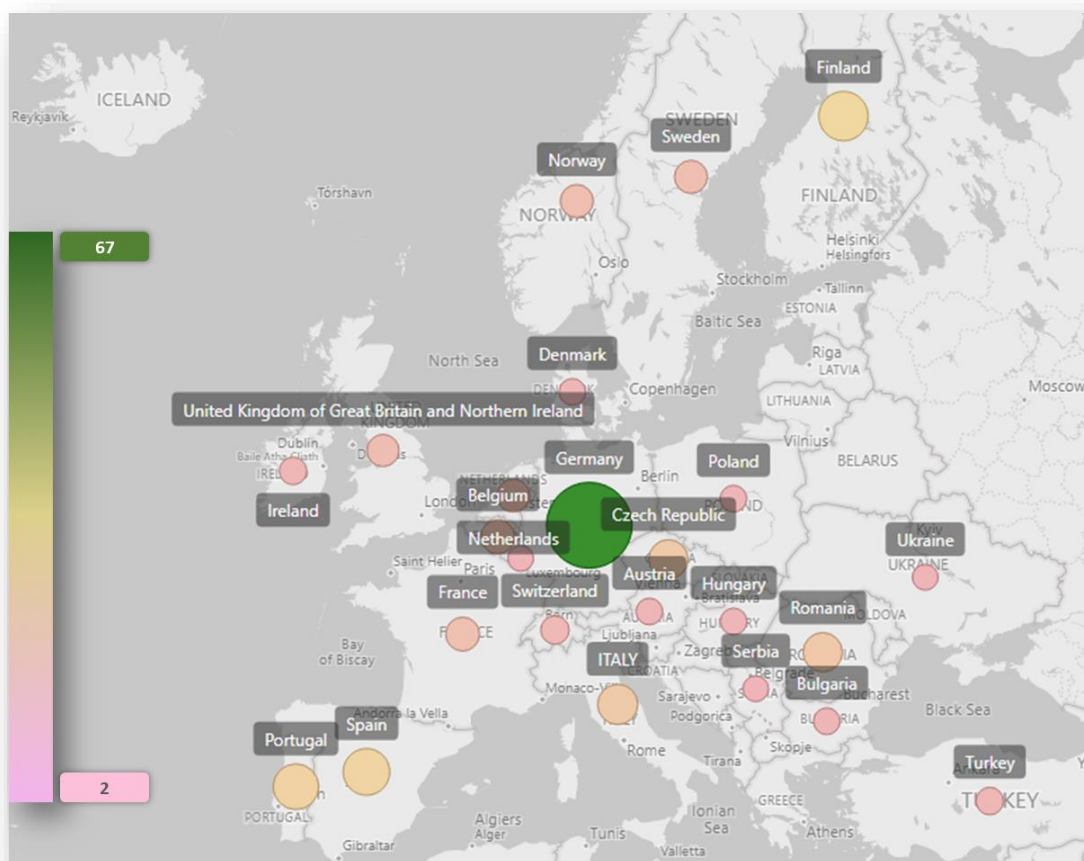


Figure 4: ALBATTs Stakeholders geographical distribution

Assessing metrics drew from the 2 years 365 gathered Stakeholders, we can identify type (Fig.5), the Corporation size Fig.6), on education, the EQF levels covered (Fig. 7) and the value chain distribution (Fig. 8)

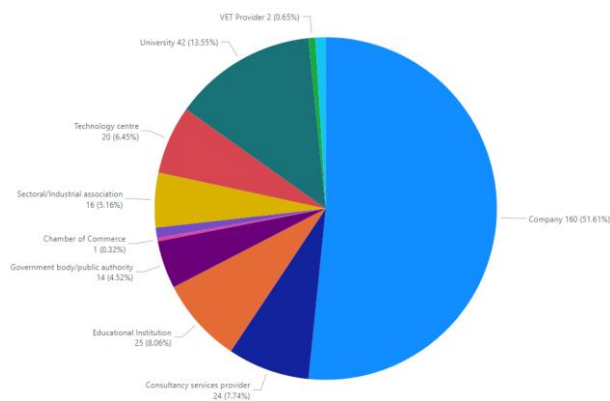


Figure 5: Stakeholders by type

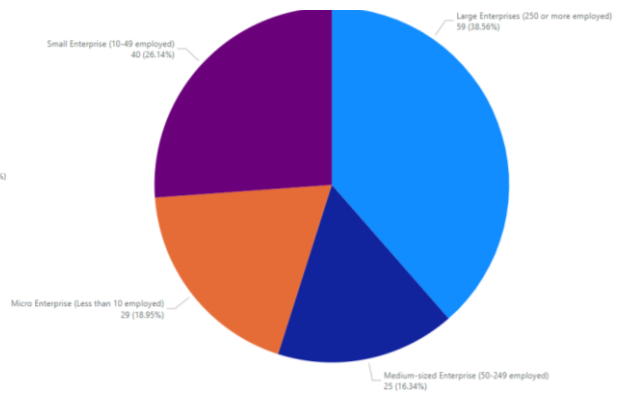


Figure 6: Corporations by size

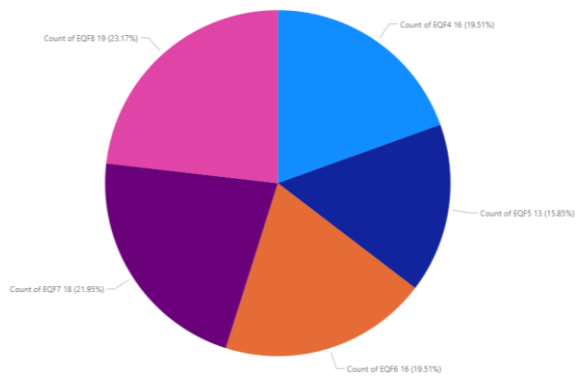


Figure 7: Education Institutions by EQF

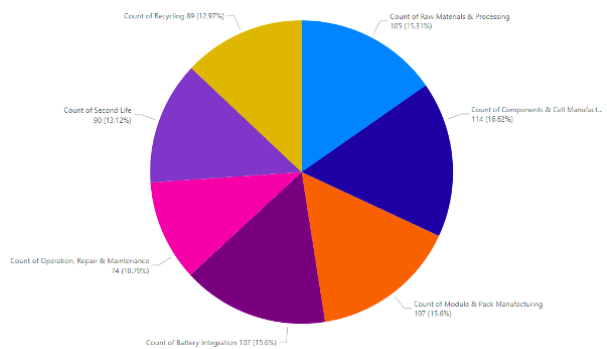


Figure 8: Value Chain distribution

2 DISSEMINATION TOOLS

Among other features required by the EU and the co-funding authority, the unique design of ALBATTS identity was developed at the very early stage. The main element is its logo that will always accompany all official project publications.

Several formats are available – with colour variations, to use on different backgrounds.

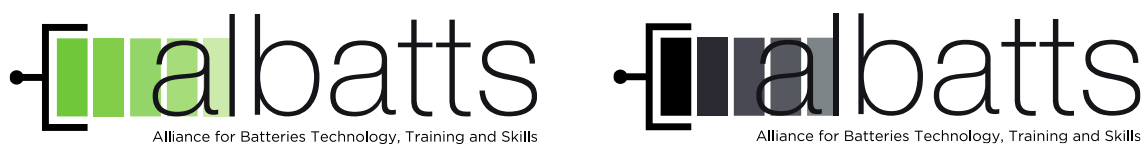


Figure 9: ALBATTS Logo formats

2.1 COMMUNICATION TOOLS

The work package leader provided all partners with the relevant tools and instructions for their actions. A series of communication tools were developed at the beginning of the project to help the project reach-out with its communications activities.

Therefore, a toolkit was developed comprising templates for: “meetings”, “agendas and minutes”, “power point presentations”, “internal reports”, “press releases” and “report deliverables”. All templates are available on the shared cloud of the project.

The following subsections detail some of the dissemination tools used for EU-wide and target group dissemination.

2.2 ALBATTS ONLINE

The project has a number of online media that supports its communication outreach which are explained in detail in D2.1 Communication and Dissemination strategy. An overview of online media channels developed and used for EU-wide dissemination is given hereunder.

2.2.1 Social Media Channels

Social media platforms such as Twitter, LinkedIn and Facebook are recommended to be used by all partners with the respective tags, which helps keeping track all online posts and create an online legacy.

Productions from ALBATTs partnership, news or initiatives within the batteries ecosystem, at institutional policy level, sectoral association, education framework or initiatives at national or regional level, justify publication on ALBATTs social media channels.

The participation in any event related with skills, mobility, automotive sector or any sectorial-related topics is also considered a good opportunity to boost ALBATTs' visibility. Therefore, partners are invited to share their participation in events in the three platforms mentioned below, with tagging the project's official accounts.

The general project hashtag has been also included in project's templates.

Twitter

◆ <https://twitter.com/ALBATTs1> Tag - @ALBATTs1



Facebook

◆ <https://www.facebook.com/Project-Albatts-104780274397590/> Tag - @Project Albatts



Followers 189

The Facebook page allowed also to broadcast live (and make available for re-watching) the project events.

LinkedIn

◆ <https://www.linkedin.com/company/albatts/?viewAsMember=true>
◆ Tag - @ALBATTs - Alliance for Batteries Technology, Training and Skills



YouTube

This platform will be used to store official interviews and other video productions on the project.

<https://www.youtube.com/channel/UC2h01KxtflAPgjUPME1tO2Q>

The evolution of followers on Facebook, Twitter and LinkedIn is illustrated by the graphic below:

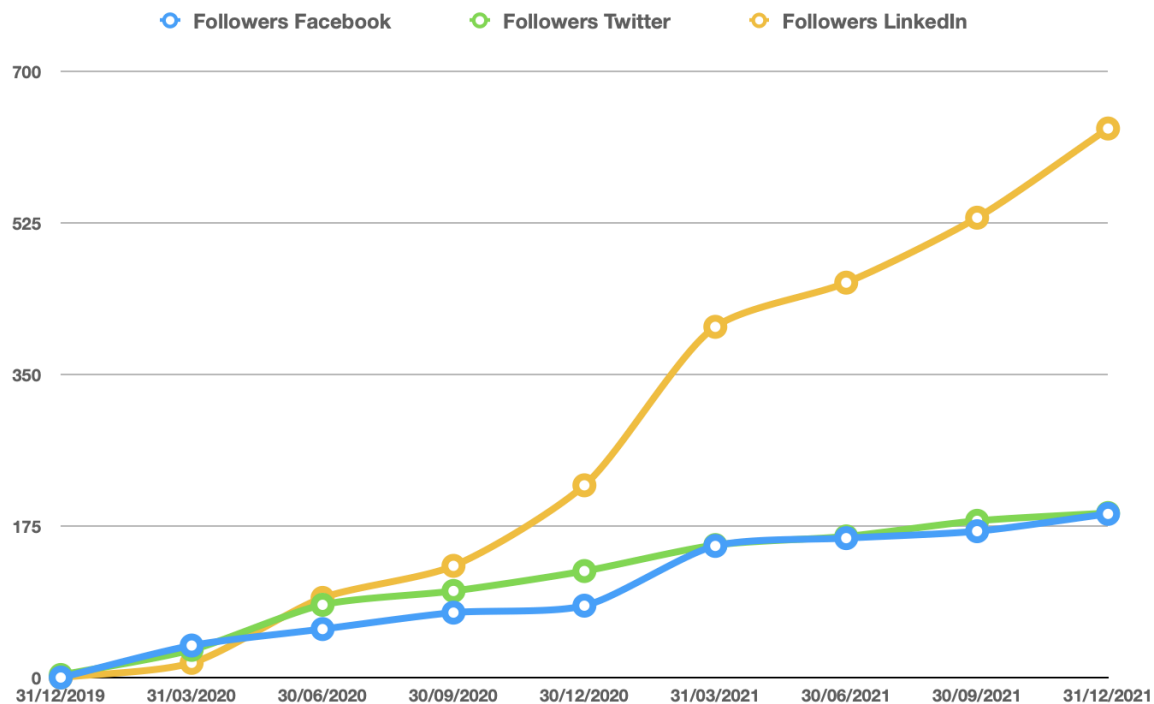


Figure 10: Evolution of followers on Social Media

2.3 PROMOTIONAL MATERIALS

Promotional materials are available on the project cloud under “02 Project Dissemination” and are produced and updated as needed, following the needs, outcomes and initiatives of the partnership. They will be made available according to disseminating moments, events, initiatives and geographies.

2.3.1 ALBATTTS roll-up

The dissemination leader designed a roll-up that was made available to all partners for their own printing and use in the promotion of the project. The roll-up banner can be used for at events and it forms a coherent identity with other communication elements of ALBATTTS.

The Roll-Up reflects the image of the project, giving a glance of ALBATTTS coverage in the battery ecosystem and the group of partners entities involved.

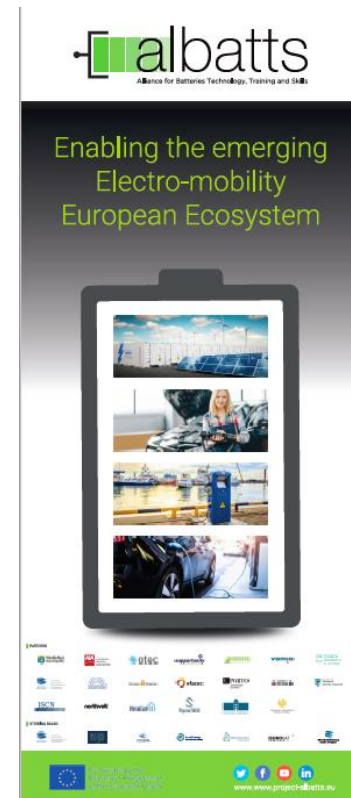


Figure 11: Roll-up design

2.3.2 ALBATTTS gadgets

ALBATTTS dissemination team considered important designing and ordering a number of gadgets to be distributed to stakeholders and people interested and following the activities of the partnership. The reasoning for the choice was the usefulness when receiving one of these and the possibility to help people to be proud of being part of ALBATTTS as a project pioneer in the preparedness of the workforce in the battery ecosystem.

The gadgets are in the form of bags, pins, blocks, pens and anti-stress balls.



Figure 12: ALBATTs Gadgets

2.3.3 ALBATTs Electronic Newsletters

ALBATTs project releases quarterly newsletters to widely disseminate evidence about the partnership endeavours and general information in the battery ecosystem. The provisional publishing months are January, May, July and October.

The newsletter normally comprises an interview with a personality that covers matters contributing to ALBATTs' goals, a summary of ongoing and planned activities and its outputs, some highlights of EU policies impacting the sector with an overview of their path and a calendar of battery-related events.

The past two years, the project published five newsletters, the first on July 2020 due to the disturbances of sanitary conditions. It can be highlighted the newsletter issued during the

2021 Portuguese Presidency of the European Council where the Portuguese Deputy Minister and Secretary of State for Energy, Mr João Galamba, was interviewed and outlined priorities for the future of the European battery sector through the value chain.

The newsletters are published in the website, advertised on social media and sent by e-mail to stakeholders. Currently, the latter has 1658 e-mail addresses. In the EU the top locations for newsletter opens are Belgium, Portugal and Germany.



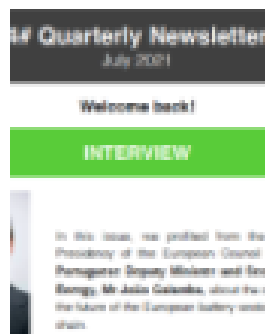
ALBATTS Newsletter #1



ALBATTS Newsletter #2



ALBATTS Newsletter #3



ALBATTS Newsletter #4



ALBATTS Newsletter #5

Figure 13: Published issues of the ALBATTS Newsletter

3 ALBATTs WEBSITE

The ALBATTs website www.project-albatts.eu - serves as the main entrance point for the project and it is the most important source of information on activities within the project, accessible for stakeholders' interaction, engagement and scrutiny.

The website was designed and put online at the early stages of ALBATTs and has been periodically updated along the past two year, following the evolution, developments and needs of the project.

The website is technically maintained by a contracted provider and the content is managed by Eupportunity that has prepared the content by requesting and getting inputs form the partners and work package leaders. The topics mostly come from internal production developments but also external updates from initiatives and interactions across Europe and beyond.

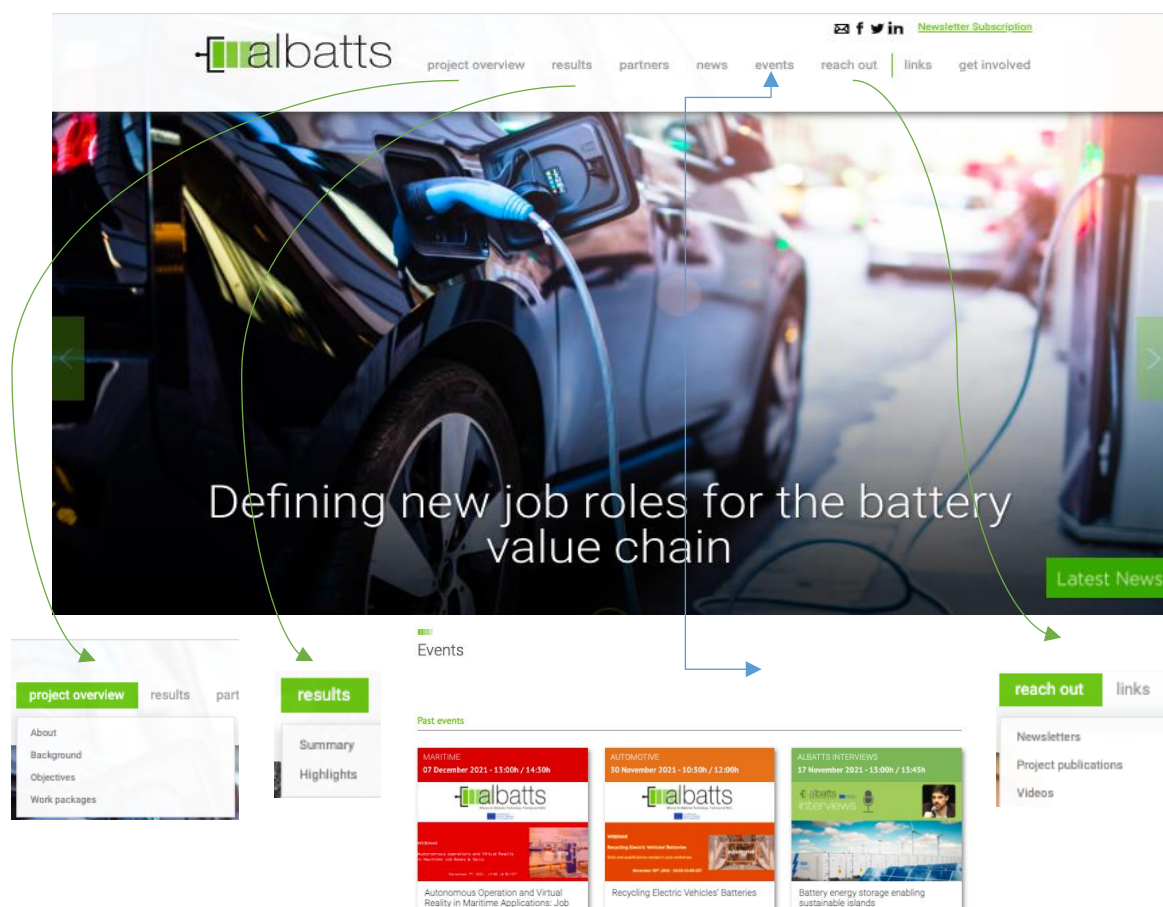


Figure 14: General layout is underneath

A simple and clear structure for the website was proposed and agreed by partners while several changes were introduced to the original design with the purpose of increasing the visibility of results EU-wide and to targeted audience.

To be highlighted the good feedback that was received from entities and the general public on the friendly design and content wise, the quality and opportunity of the materials disseminated.

Below are identified some of the website sections through which ALBATTs outcomes and initiatives effectively reach stakeholders EU-wide, generally or directed to the identified targeted audience:

- ◆ **Results** – subdivided in a summary of published outputs and the highlights from the several results obtained through a number of factsheets that graphically illustrate the outcomes and invite further reading the comprehensive content of produced reports;
- ◆ **News & Events** - a section showing relevant news about the project and related matters, as well an events section created the Summer 2021 to announce and serve as a repository of organised or participated events;
- ◆ **Dissemination and reach-out** – an important section for both the project and visitors as it includes the majority of electronically published materials, being divided into - Newsletters, Project publications, Videos;
- ◆ **Latest News** – about ALBATTs are easily accessible through a floating button always visible on the right side of the website main page.

The website's pages and the events sections have been regularly updated and will continue the same path towards the end of the project.

The number of website new users reached more than 6 500 people, corresponding to more than 23.198 pages views.

3.1 TARGETED-BASED DISSEMINATION

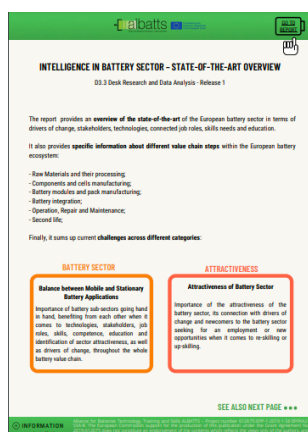
Targeted awareness dissemination addresses selected groups of stakeholders in partner countries and EU-wide that have a direct interest and involvement in the battery ecosystem development. It takes place through ALBATTs website and its social media channels, also through partners' and other websites, as well as partners' and other channels.

The targeted dissemination is mostly based on materials produced, namely those highlighting results from the different stands of work. Some of these are visible in their graphical format by factsheets at the end of this section.

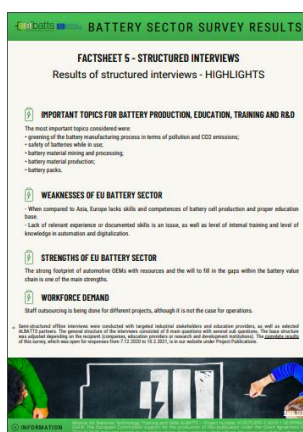
ALBATTs project is promoted by consortium partners via their own websites and by publishing news with links to the other stakeholders in the battery ecosystem, including the European institutions (i.e., DG EMPL, DG RTD, DG GROW). The project and its activities were also promoted via several Directorates in the European Commission and had reference to some EU (i.e., EC, EP) and national documents and news addressing skills and batteries.

Each time news about ALBATTs were published, there has been tweets or LinkedIn post from the project twitter and LinkedIn accounts and retweets from partners and some followers' accounts, which raises the reach-out.

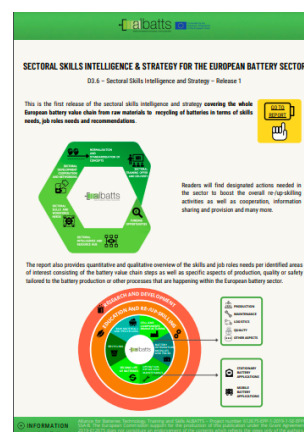
Some Factsheets released highlighting ALBATTs results



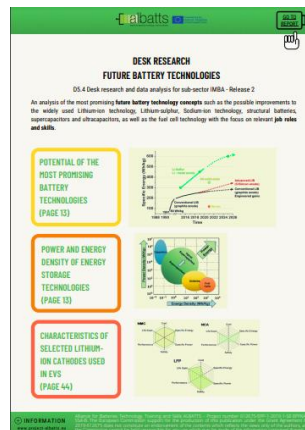
State of the art in the battery sector



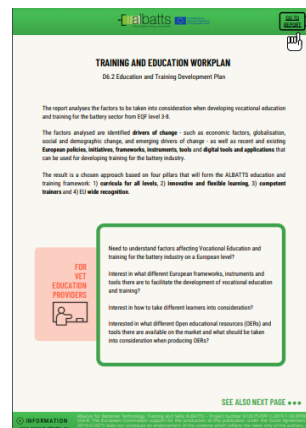
Sector survey results



Sectoral skills intelligence



Sectoral intel mobile in applications



Training and education workplan

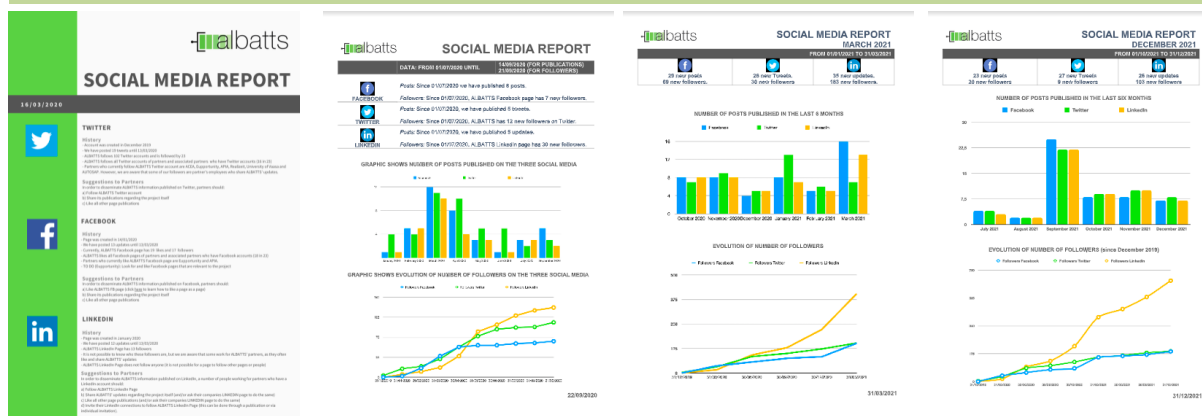
3.2 MONITORING DISSEMINATION

To oversee all the dissemination activities carried out by ALBATTIS partnership and their impact, the project monitors publications on the social media through quarter media reports that gather the metrics for the social channels. Similarly, the Google analytics is used for regular monitoring of the website visitors and performance reach.

These reports have the purpose to keep track of the effect of dissemination and communication activities and the progress of results, as well introduce corrective measures if judged necessary.

An extract of produced monitoring reports is shown below:

Monitoring quarter reports for ALBATTs social media channels



A general overview on the social media indicates a growing path of followers, being 199% for Facebook, 217% for Twitter and 237% for LinkedIn, the most significant media channels for comprehensible reasons. Addressing some qualitative indicators, Facebook followers are 30% women, 70% men, being the top countries: India, Romania and Portugal.

In the case of LinkedIn followers, the top locations are Porto Area (PT), Lisbon Area (PT) and Brussels Area (BE); the top job functions: Business Development, Operations, Engineering and the top industries are Automotive, Renewables & Environment, Electrical/Electronic Manufacturing.

The sizes of the top followers' companies are 10,001+ employees, 11 to 50 employees, 2 to 10 employees.

Similar monitoring reports were produced to assess the impact of ALBATTs about the events organised. The webinar had a high ranking of attendees, mainly distributed by two of the target groups: industry and education.

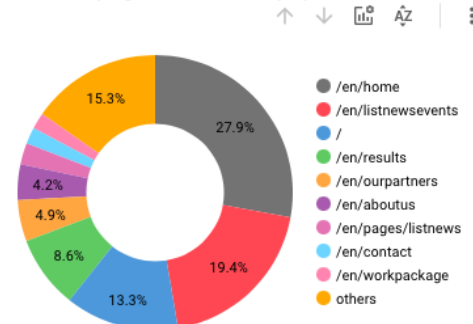


Concerning the website and the updated features introduced from the second quarter 2020, the statistical assessment shows that the website has attracted 6.520 new users, representing 60% of the universe and a page view of 23.256, with an average sessions' duration of 1m52s. While these numbers reflect the success of our marketing efforts, we are aware that the bounce rate is high and we will work to lower it.

The website was added an "Events" section, the second most visited page, to facilitate the promotion of the webinars already mentioned above. It is worth to mention that the "Results" page is the 4 most visited.

It is also worth noting that the project attracted people from the Americas, Asia and Africa, fact noticed when analysing the participation in the webinars and interviews.

Which page is the most popular?



Page	Pageviews
1. /en/home	6,478
2. /en/listnewsevents	4,516
3. /	3,100
4. /en/results	1,987
5. /en/ourpartners	1,131
6. /en/aboutus	973
7. /en/pages/listnews	582
8. /en/contact	452
9. /en/workpackage	445
10. /en/objectives	348



Users
6,498



New Users
6,520



Number of Sessions per User
1.67



Sessions
10,824



Pageviews
23,256



Pages / Session
2.15



Avg. Session Duration
00:01:52



Bounce Rate
52.07%



4 WORKSHOPS

Having the purpose of having a strategic awareness dissemination EU-wide and boost interest in the different communities and target groups, ALBATTTS consortium planned sets of events to update on achieved results and collect relevant inputs to enhance outcomes and mark a differentiated identity for ALBATTTS among the green mobility ecosystem.

Therefore, the past two years, ALBATTTS partnership organised two joint events with the DRIVES project – one in 2020 and another in 2021. It also prepared and hold three Interviews and eight Webinars, covering different sections of the battery value chain. The selection of the themes and consequently of the speakers, followed the themes of the project's work packages. Beneath the mentioned events are listed:

- ◆ Webinar: Vessels of the future: maritime batteries - job roles and skills
- ◆ Webinar: Battery cells manufacturing – job roles & skills
- ◆ Webinar: Stationary energy storage in grids and telecom applications: safety & future job roles and skills
- ◆ Webinar: Electric vehicle manufacturing & battery integration - future qualifications needed
- ◆ Skills Alliance and the forthcoming e-mobility – Urging the ecosystem global competitiveness (Industry days 2021)
- ◆ Interview with Katarina Borstedt, director of growth, Northvolt
- ◆ Interview with Claudia Gamon, member of the European Parliament
- ◆ Interview with Duarte Conde Silva, plant manager at Gracióllica
- ◆ Webinar: Recycling electric vehicles' batteries: skills and qualifications needed in auto workshops
- ◆ Webinar: Autonomous operations and virtual reality in maritime: job roles & skills
- ◆ Webinar: New EU battery regulation proposal: possible implications on job roles & skills
- ◆ Webinar: Servicing of electric vehicles: future qualifications needed

4.1 COMMUNICATION METHODOLOGY

Each event was created in partnership with WP4/WP5 partners and the WP2 communication team. WP4 and WP5 members designed the content of the event, and WP2 had the responsibility to adapt and publish the message on the official channels. Each partner then reshared the official message on their own channels.

To ensure good dissemination, the following steps were taken for each event:

- Release of a save-the-date on our social media channels no later than 3 weeks before the event
- Open the registration no later than 2 weeks before the event
- Create a dedicated window for each event on the website
- Create a pop-up image on the website homepage
- Send an email via Mailchimp to all relevant stakeholders
- Regularly re-share the information on social media to make sure the number of registrations grew steadily

4.2 THE EVENTS

The following is an analysis of the main events organised by the ALBATTs project and their corresponding impact. Overall, these events had a major influence on the project recognition by allowing us to expand the network and share our main accomplishments, signifying very relevant boost the project's sustainability. We had 1416 registrations, of which 940 participants + 945 visualisations on Facebook from players in education/VET, industry, policy makers and other projects.

4.2.1 Webinar: Vessels of the future: maritime batteries - job roles and skills

This webinar was held on January 20. It lasted +/-90 minutes from 13:00 to 14:30 CET. We received 100 registration requests for the event. A total of 88 persons attended. The average viewing time was 64 minutes.

Post performance as a live broadcast



Post performance since publication



Retention of audience over length of video (doesn't include data from live broadcast)



4.2.2 Webinar: Battery cells manufacturing – job roles & skills

This webinar was held on January 21. It lasted +/- 90 minutes from 10:00 to 11:30 CET. We received 145 registration requests for the event. A total of 98 persons attended. The average viewing time was 72 minutes.

Post performance as a live broadcast



Post performance since publication



Retention of audience over length of video (doesn't include data from live broadcast)



4.2.3 Webinar: Stationary energy storage in grids and telecom applications: safety & future job roles and skills

This webinar was held on January 26. It lasted +/- 90 minutes from 15:00 to 16:30 CET. We received 146 registration requests for the event. A total of 96 persons attended. The average viewing time was 68 minutes.

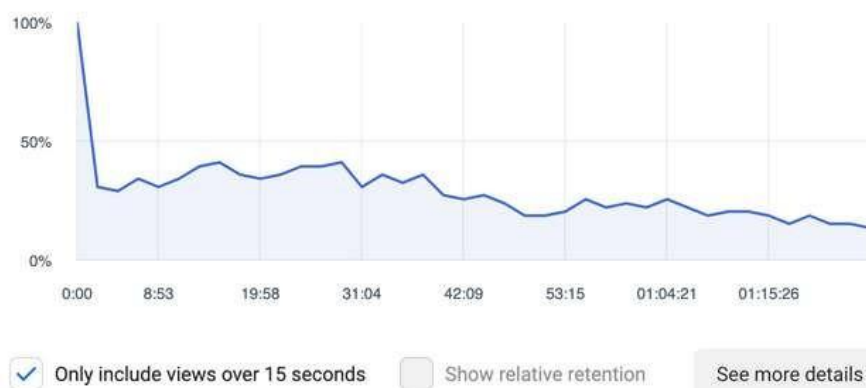
Post performance as a live broadcast



Post performance since publication



Retention of audience over length of video (doesn't include data from live broadcast)



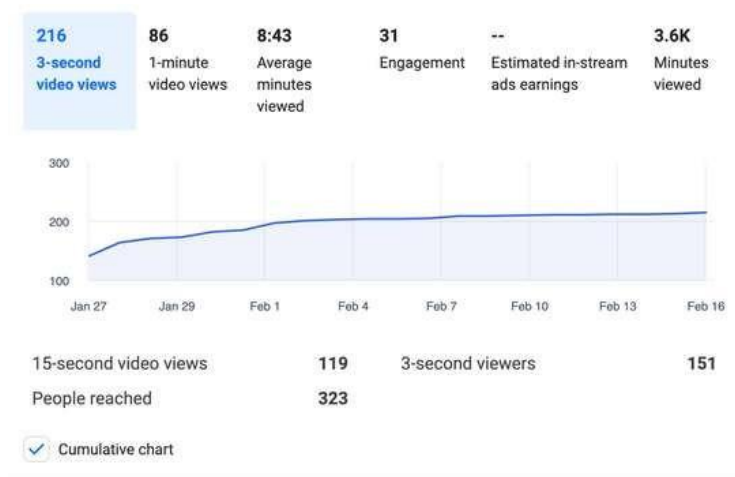
4.2.4 Webinar: Electric vehicle manufacturing & battery integration - future qualifications needed

This webinar was held on January 27. It lasted +/- 90 minutes from 14:00 to 15:30 CET. We received 237 registration requests for the event. A total of 112 persons attended. The average viewing time was 77 minutes.

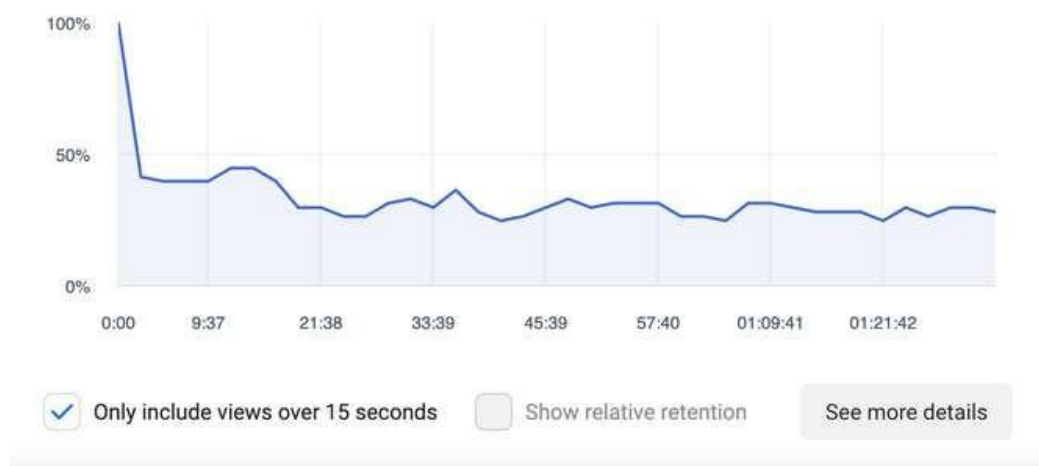
Post-performance as a live broadcast



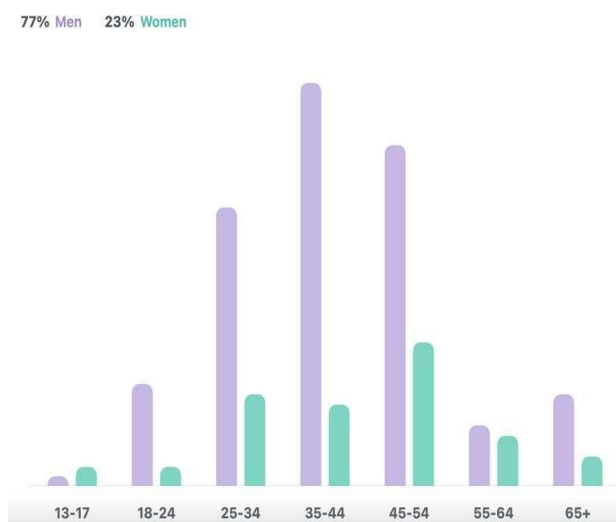
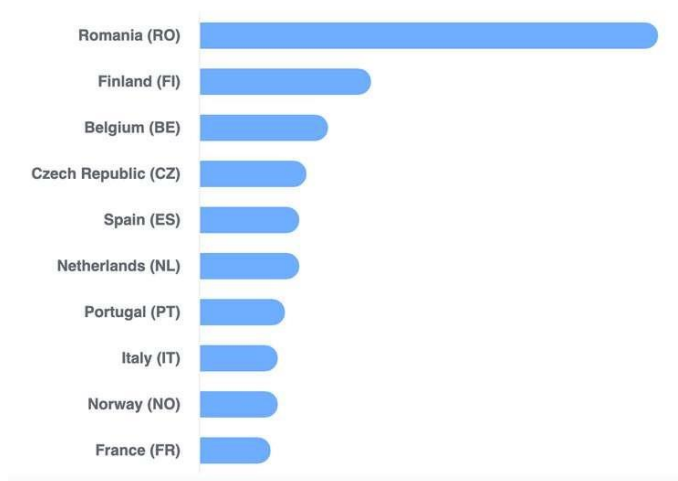
Post performance since publication



Retention of audience over length of video (doesn't include data from live broadcast)



Given that the AUTOMOTIVE WEBINAR performed better on Facebook, the platform provided the following additional data regarding its audience:



4.2.5 Skills Alliance and the forthcoming e-mobility – Urging the ecosystem global competitiveness (Industry Days 2021)

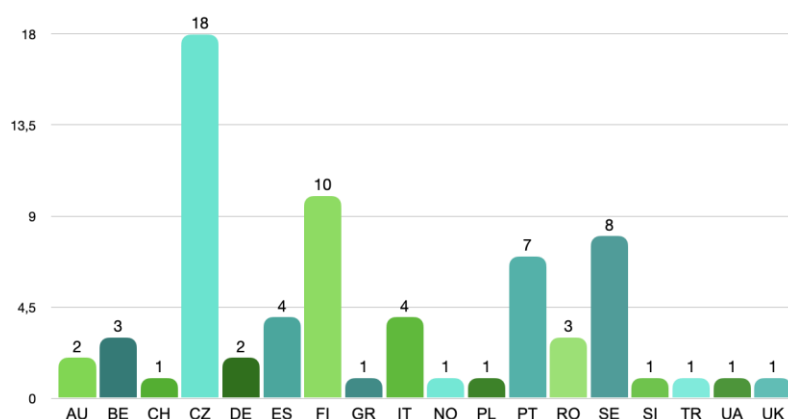
This webinar was organised in the frame of the **European Industry Days 2021** on 18 of March 21. It lasted +/- 90 minutes from 10:00 to 11:30 CET. A total of 90 persons attended.

4.2.6 Interview with KATARINA BORSTEDT, Director of Growth, Northvolt

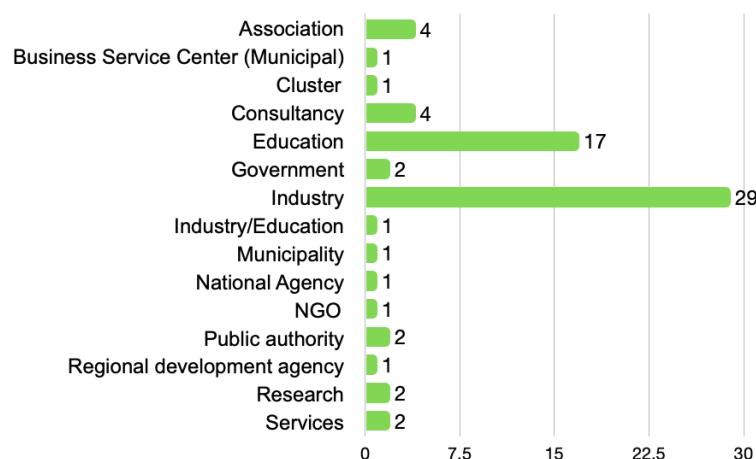


This online event was held on September 15, at 14:00 CET.

ORIGIN OF REGISTRATIONS: We received registration requests from **18 countries (5 from outside the EU)**, as shown in the graphic below.



42% of registrations were from the industry sector and 25% were from the education sector. Other registrations were from the sectors indicated in the graphic below.



REGISTRATION, ATTENDANCE & VIEWS

Number of registration requests: **69**

Number of persons that attended webinar through Webex: **42**

Duration of event in Webex: **58** minutes

Average viewing time in Webex: **45** minutes

Number of webinar views since made available through the ALBATTs website: **39**

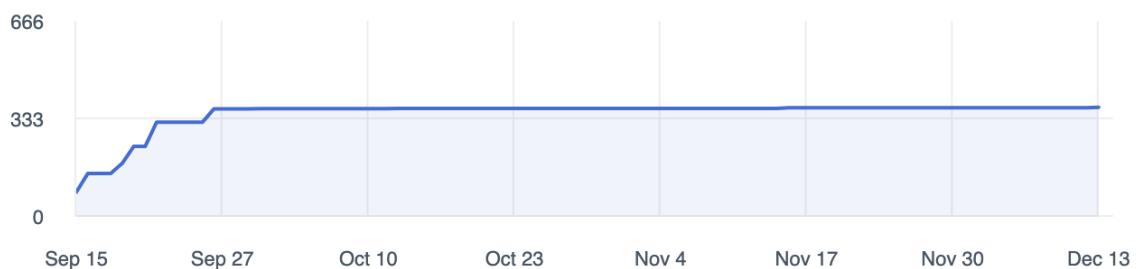
EVENT STREAMING POST ON FACEBOOK: This interview [was streamed on Facebook](#), where it is still available.

Viewer activity

How the post has performed since being published.

Calendar icon Lifetime ▼ ⓘ

80	18	2:45	11	374
3-second video views	1-minute video views	Average minutes viewed	Engagement	Minutes viewed



15-second video views	35	3-second viewers	61
People reached	88		

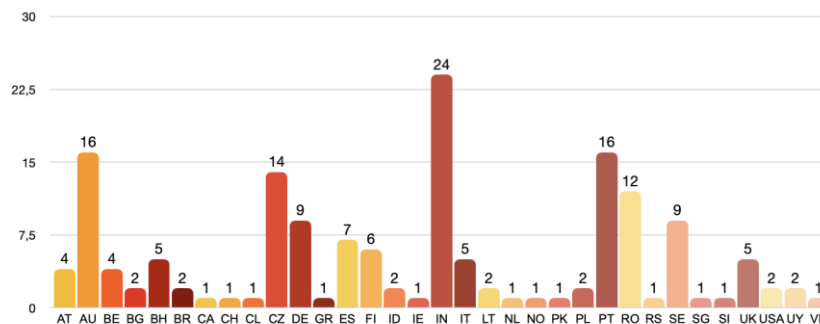
☒ Cumulative chart

4.2.7 Webinar SERVICING OF ELECTRIC VEHICLES: FUTURE QUALIFICATIONS NEEDED

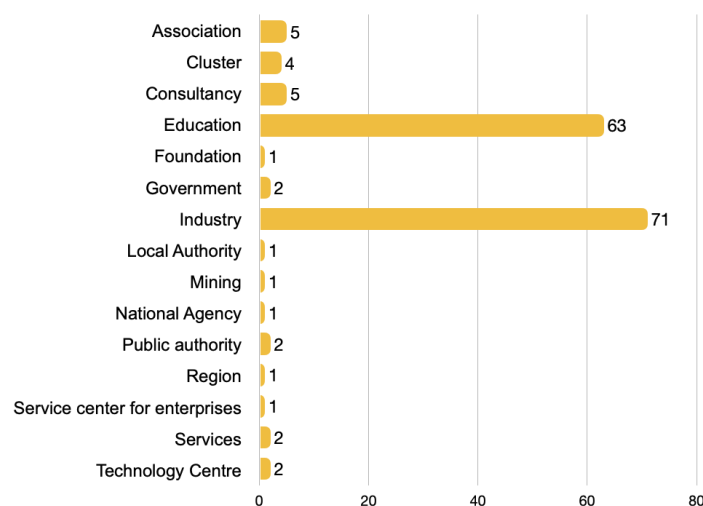


This online event was held on September 29, from 10:00 CET.

ORIGIN OF REGISTRATIONS: We received registration requests from **33 countries (16 from outside the EU)**, as shown in the graphic below.



44% of registrations were from the industry sector and **39%** were from the education sector. Other registrations were from the sectors indicated in the graphic below.



REGISTRATION, ATTENDANCE & VIEWS

Number of registration requests: **162**

Number of persons that attended webinar through Webex: **80**

Duration of event in Webex: **1h 38m**

Average viewing time in Webex: **77m**

Number of webinar views since made available through the ALBATTs website: **668**

EVENT STREAMING POST ON FACEBOOK: This webinar [was streamed on Facebook](#), where it is still available.

Viewer activity

How the post has performed since being published.

📅 Lifetime ▼ ⓘ

43

3-second video views

15

1-minute video views

7:53

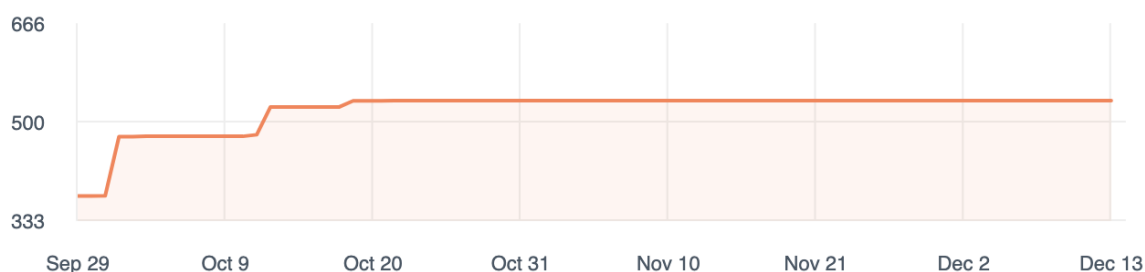
Average minutes viewed

5

Engagement

537

Minutes viewed



15-second video views

21

3-second viewers

25

People reached

31

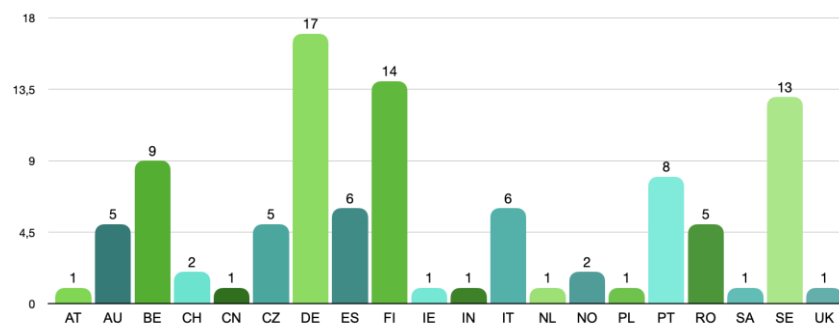
☒ Cumulative chart

4.2.8 Interview with CLAUDIA GAMON, Member of the European Parliament

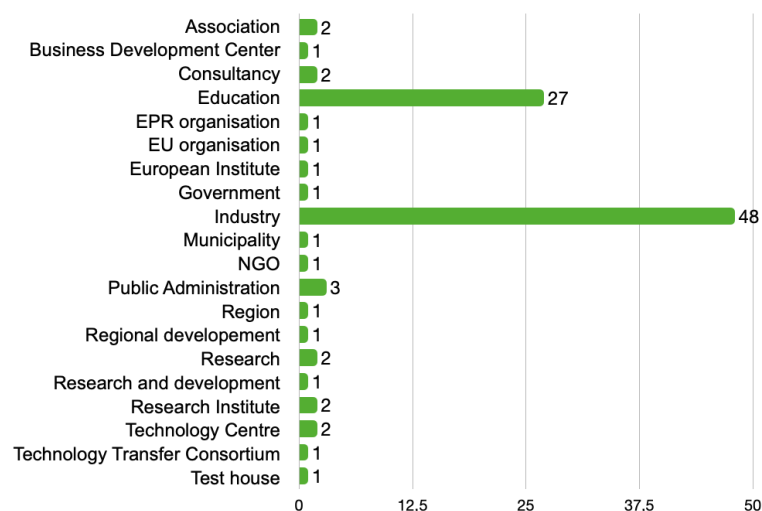


This online event was held on October 12, at 13:00 CET.

ORIGIN OF REGISTRATIONS: We received registration requests from **20 countries (7 from outside the EU)**, as shown in the graphic below.



47% of registrations were from the industry sector and 26% were from the education sector. Other registrations were from the sectors indicated in the graphic below.



REGISTRATION, ATTENDANCE & VIEWS

Number of registration requests: **100**

Number of persons that attended webinar through Webex: **62**

Duration of event in Webex: **41** minutes

Average viewing time in Webex: **31** minutes

Number of webinar views since made available through the ALBATTTS website: **53**

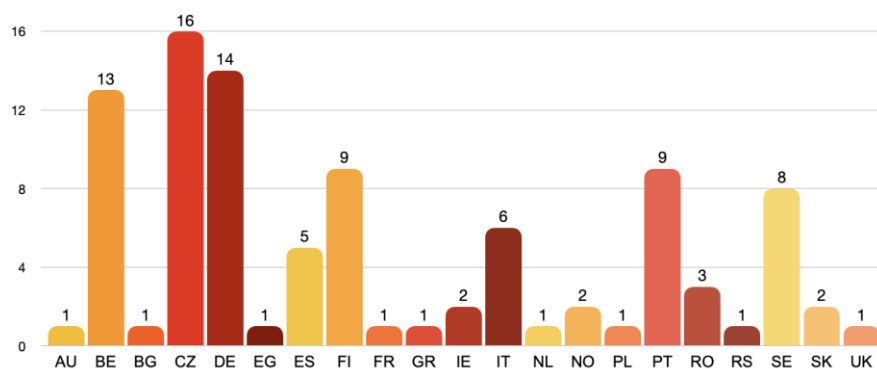
WEBINAR STREAMING POST ON FACEBOOK: Due to a technical problem, this interview was not streamed on Facebook.

4.2.9 Webinar NEW EU BATTERY REGULATION PROPOSAL: POSSIBLE IMPLICATIONS ON JOB ROLES & SKILLS

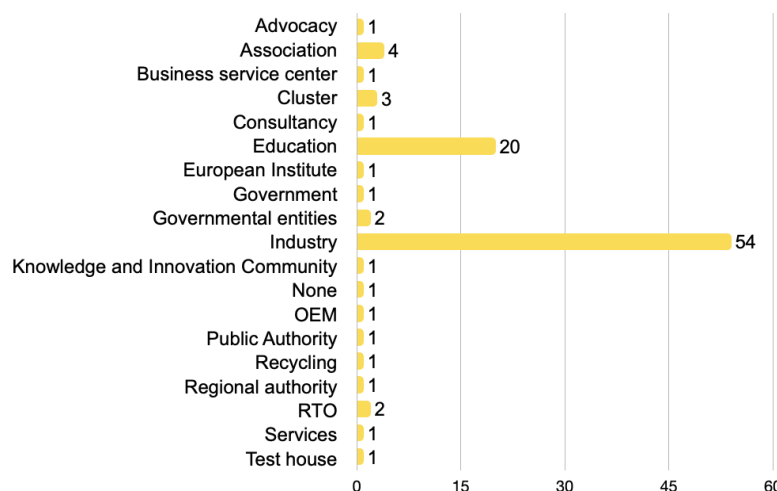


This online event was held on October 22, from 11:00 CET.

ORIGIN OF REGISTRATIONS: We received registration requests from **21 countries (5 from outside the EU)**, as shown in the graphic below.



55% of registrations were from the industry sector and 20% were from the education sector. Other registrations were from the sectors indicated in the graphic below.



REGISTRATION, ATTENDANCE & VIEWS

Number of registration requests: **98**

Number of persons that attended webinar through Webex: **52**

Duration of event in Webex: **1h 35m**

Average viewing time in Webex: **75m**

Number of webinar views since made available through the ALBATTs website: **57**

EVENT STREAMING POST ON FACEBOOK: This webinar [was streamed on Facebook](#), where it is still available

Viewer activity

How the post has performed since being published.

📅 Lifetime ▼



32

3-second video
views

10

1-minute video
views

3:27

Average minutes
viewed

5

Engagement

200

Minutes
viewed



15-second video views

16

3-second viewers

23

People reached

42



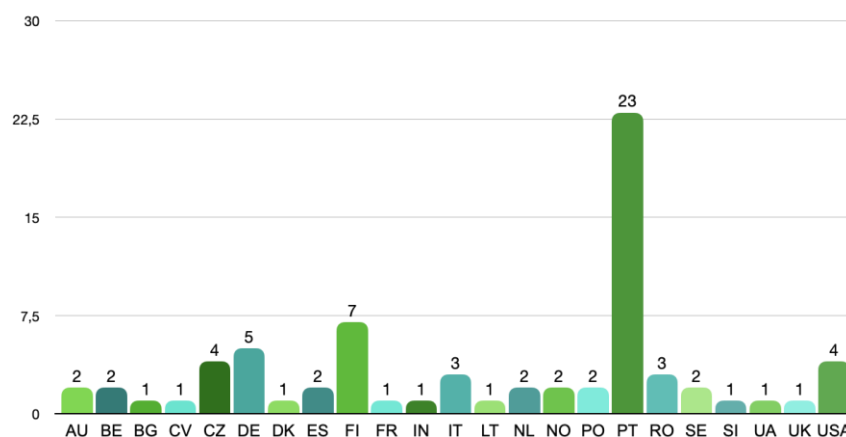
Cumulative chart

4.2.10 Interview with DUARTE CONDE SILVA, Plant Manager at Gracióllica

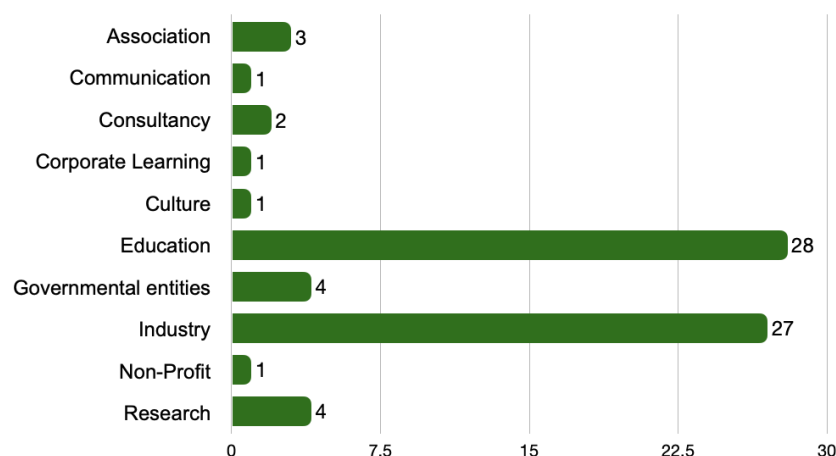


This online event was held on November 17, at 13:00 CET.

ORIGIN OF REGISTRATIONS: We received registration requests from **23 countries (6 from outside the EU)**, as shown in the graphic below.



38% of registrations were from the industry sector and 39% were from the education sector. Other registrations were from the sectors indicated in the graphic below.



REGISTRATION, ATTENDANCE & VIEWS

Number of registration requests: **72**

Number of persons that attended webinar through Webex: **43**

Duration of event in Webex: **37** minutes

Average viewing time in Webex: **30** minutes

Number of webinar views since made available through the ALBATTs website: **12**

EVENT STREAMING POST ON FACEBOOK: This interview [was streamed on Facebook](#), where it is still available

Viewer activity

How the post has performed since being published.

📅 Lifetime ▼ ⓘ

32

3-second video
views

10

1-minute video
views

3:58

Average minutes
viewed

11

Engagement

218

Minutes
viewed



15-second video views

16

3-second viewers

25

People reached

33

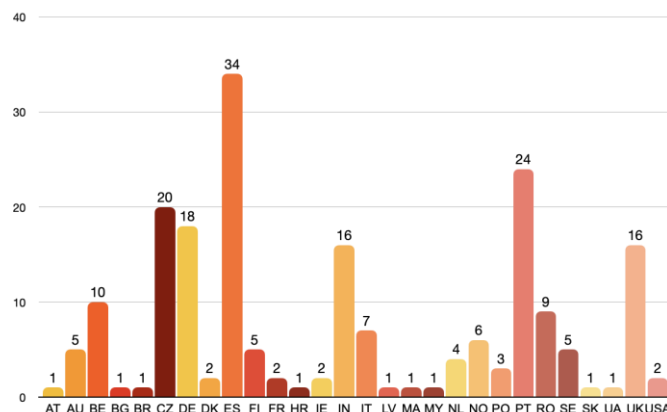
☒ Cumulative chart

4.2.11 Webinar RECYCLING ELECTRIC VEHICLES' BATTERIES: SKILLS AND QUALIFICATIONS NEEDED IN AUTO WORKSHOPS

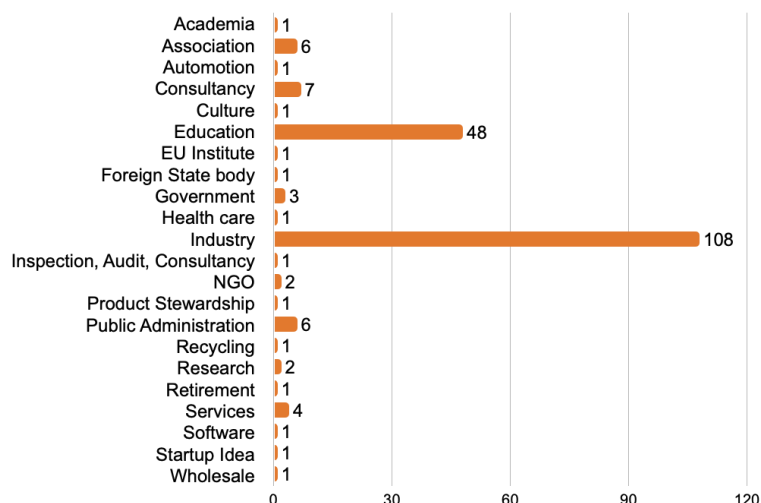


This online event was held on November 30, from 10:30 CET.

ORIGIN OF REGISTRATIONS: We received registration requests from **28 countries (9 from outside the EU)**, as shown in the graphic below.



54% of registration were from the industry sector and 24% were from the education sector. Other registrations were from the sectors indicated in the graphic below.



REGISTRATION, ATTENDANCE & VIEWS

Number of registration requests: **199**

Number of persons that attended webinar through Webex: **106**

Duration of event in Webex: **1h 30m**

Average viewing time in Webex: **61,5m**

Number of webinar views since made available through the ALBATTs website: **18**

In this particular event, the registration form had the additional question 'Would you participate in the networking session in [Wonder.me](#) space after the webinar?'. **89** people replied 'yes'.

EVENT STREAMING POST ON FACEBOOK: This webinar [was streamed on Facebook](#), where it is still available

Viewer activity

How the post has performed since being published.

📅 Lifetime ▼ ⓘ

50

3-second video views

22

1-minute video views

6:51

Average minutes viewed

9

Engagement

500

Minutes viewed



15-second video views

28

3-second viewers

36

People reached

51

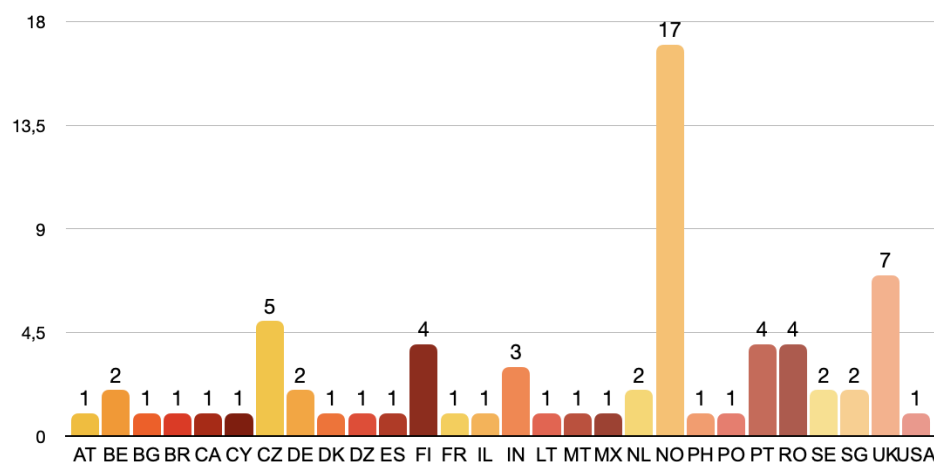
☒ Cumulative chart

4.2.12 Webinar AUTONOMOUS OPERATIONS AND VIRTUAL REALITY IN MARITIME: JOB ROLES & SKILLS

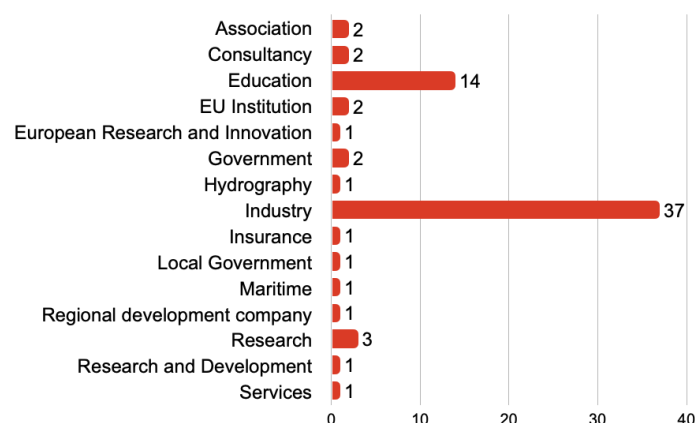


This online event was held on December 7, from 13:00 CET.

ORIGIN OF REGISTRATIONS: We received registration requests from **28 countries (11 from outside the EU)**, as shown in the graphic below.



53% of registrations were from the industry sector and 20% were from the education sector. Other registrations were from the sectors indicated in the graphic below.



REGISTRATION, ATTENDANCE & VIEWS

Number of registration requests: **98**

Number of persons that attended webinar through Webex: **46**

Duration of event in Webex: **1h 30m**

Average viewing time in Webex: **66m**

Number of webinar views since made available through the ALBATTs website: **13**

EVENT STREAMING POST ON FACEBOOK: This webinar [was streamed on Facebook](#), where it is still available.

Viewer activity

How the post has performed since being published.

📅 Lifetime ▼ ⓘ

16

3-second video
views

5

1-minute video
views

1:54

Average minutes
viewed

0

Engagement

57

Minutes
viewed



15-second video views

11

3-second viewers

11

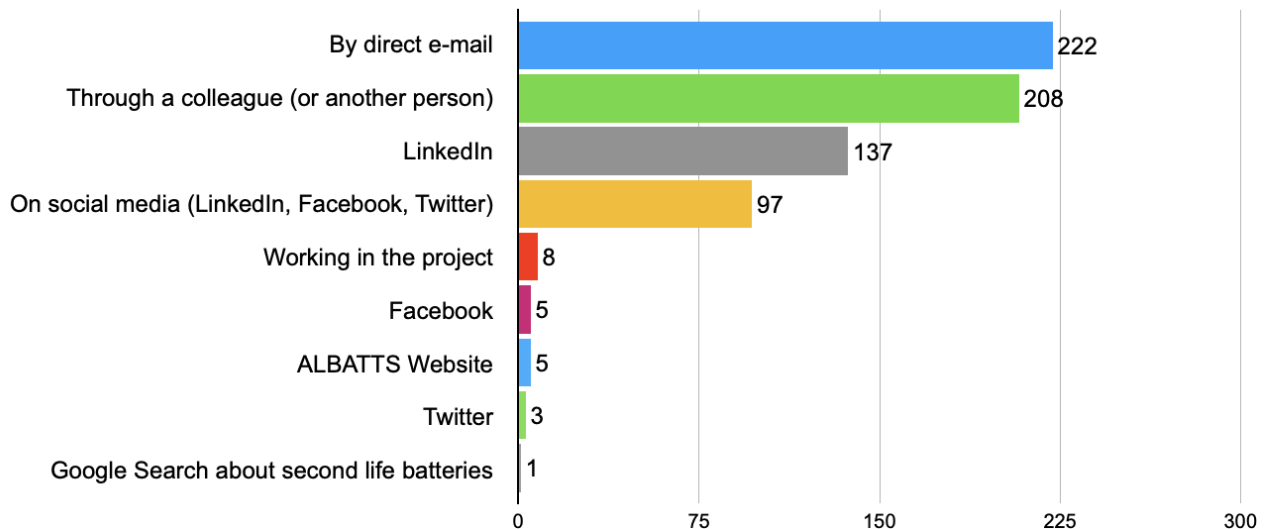
People reached

19



Cumulative chart

4.2.13 HOW REGISTERED PARTICIPANTS LEARNT ABOUT THE ALBATTS ONLINE EVENTS



NOTE: Our webinars registration forms first had an entry about social media in general but the entry was later changed with the purpose of understanding which social media were more effective.

32% of registered participants learnt about the events by direct e-mail. Almost the same percentage got that information through a colleague.

Social media is where 35% of registered participants learnt about the events. LinkedIn is the best dissemination channel.

5 SYNERGIES WITH OTHER EU PROJECTS AND INITIATIVES

The sharing of experiences and synergy building with other initiatives, especially with those in the remit of ALBATTs ecosystem, is in the nature of most of the partners, starting with the project coordination board and leader. The project has developed dialogue with several ongoing projects or initiatives and also engaged with working groups covering energy-mobility-skills.

A first bridge happened expectedly with the **DRIVES** project that, from the inception of ALBATTs proposal, has a coalescence of goals, primary on sectoral skills intelligence, plus on transport and mobility issues. Thus, synergies are naturally created and that has allowed us to prepare joint actions such as the event in the context of the EU Industry Days in March 2021 and before, in October 2020, as part of the EU Regions and Cities Week.

We have established good connections with EITInnoenergy and the EBA250 Academy Initiative.

Also, within the preparation of events, significant contacts and exchange of information happened with EIT Urban Mobility, both within the areas of energy & urban mobility and with their Academy, including by sharing reports where skills and education were highlighted.

ALBATTs also had recurring contacts with **MATES**, the blueprint for the maritime sector, and the coordinator was following their workshop presentation of results, including their sectoral skills strategy. Reciprocally, the MATES consortium has also been following maritime-themed seminars in ALBATTs.

Moreover, worth mentioning that ALBATTs had the opportunity to publish interviews in the quarterly Newsletters with members of EIT InnoEnergy and also with the Portuguese Secretary of State for Energy during the Portuguese EU Presidency of the Council, covering battery related subjects and skills.

Partners more directly involved with education and training (WP6) when making desktop research to produce D6.2, had occasional contacts with other sectoral skills blueprints, like the **Next Tourism Generation Alliance**, the **EO4GEO**, **Skills4Smart** and **TCLF** projects.

Finally, a crucial bridging is also ongoing with the Automotive Skills Alliance within the EU initiation on the Pact for Skills, an activity that has significantly progressed during 2021 and is defining a promising path for the future in the building of synergies with ALBATTs projects amid others.

6 CONCLUSIONS

The project has reached a mid-way point with a robust selection of stakeholders, and was able to actively promote its findings and deliverables through in media channels and website. The overall numbers have shown a generalised interest in the project by policy makers, industry and education representatives. ALBATTTS social networks audience have more than doubled in size. However, at this point, the partnership has contacted more with industry than the education sector since main activities addressed mostly that audience. The partnership is conscious that it is crucial to invest more in the latter target group going forward.

Summarising, ALBATTTS communication has been heard just like was intended from the beginning of the project. We have helped generate interest from all target groups. These positive results will allow the consortium to guarantee a consistent growth in the next years and a suitable project legacy.

7 ALBATT'S CONSORTIUM AND STEERING BOARD

Coordinator



Full Partners



Steering Board Members

