

HEALING BAT



D7.3

Report on dissemination (including publications and event), exploitation, communication measures and materials

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V1.0
31 May 2024



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1. EXECUTIVE SUMMARY

1.1. HEALING BAT's details

Project name	Advanced sensing, monitoring and self-HEALING mechanisms to self-repair BATteries
Project acronym	HEALING BAT
Grant Agreement number	101104006
Duration and dates	48 months (1 June 2023 – 31 May 2027)
Call and topic	HORIZON-CL5-2022-D2-01-06: Embedding smart functionalities into battery cells (embedding sensing and self-healing functionalities to monitor and self-repair battery cells)
Granting authority	European Climate, Infrastructure and Environment Executive Agency (CINEA), under the powers delegated by the European Commission
Official project website	HEALING BAT.eu

1.2. The HEALING BAT consortium

N°	NAME	ROLE	COUNTRY
1	Technische Universitat Dortmund (TUD)	Coordinator	Germany
2	Helmholtz-Zentrum Berlin für Materialien und Energie GMBH (HZB)	Beneficiary	Germany
3	Technische Universiteit Delft (DEL)	Beneficiary	The Netherlands
4	Idneo Technologies SAU (IDN)	Beneficiary	Spain
5	Fundacio Institut de Recerca de l'Energia de Catalunya (IREC)	Beneficiary	Spain
6	F. Iniciativas, Consultadoria e Gestao, Unipessoal, LDA (FIG)	Beneficiary	Portugal
7	Suprapolix BV (SUP)	Beneficiary	The Netherlands
8	Paul Scherrer Institut (PSI)	Associated partner	Switzerland
9	Centre for Process Innovation Limited LBG (CPI)	Associated partner	United Kingdom
10	Coventry University (COV)	Associated partner	United Kingdom

1.3. Project summary

HEALING BAT aims to develop and implement self-healing concepts and materials in the critical battery components used in conventional Li-S batteries and extrapolate the ideas to develop a new class of self-healing structural batteries based on Li-S by investigating at the cell & component level.



It will be built a toolbox of self-healing materials, sensors, and a customized Battery Management System to maximize the performance of the produced Li-S battery in terms of Quality, Reliability, and lifetime and to avoid or repair occurring damages. The BMS's goal is to govern the flow of energy to and from the battery system, monitoring sensor data with computational methods to identify events indicating degradation, as well as initiate self-healing actions.

The resulting solution will revamp the European sector of rechargeable batteries with high round-trip efficiency energy storage for numerous applications, as specified in the EU Green Deal, consequently promoting innovative ideas needed to develop future sustainable batteries which demand fewer resources and create the groundwork for EU competitiveness.

The project will be aligned with the [BATTERY 2030+](#) large-scale initiative within their "Integration of smart functionalities" theme, which supports sensing and self-healing.

1.4. Document details

Deliverable type	R – Document, report
Deliverable n°	D7.3
Deliverable title	Report on dissemination (including publications and event), exploitation, communication measures and materials
Lead beneficiary	FI Group
Work package and task	WP7, T7.3
Document version	V1.0
Contractual delivery date	31 May 2024
Actual delivery date	31 May 2024
Dissemination Level	PU - Public
Purpose	This document reports all communication, dissemination, and engagement activities implemented in the HEALING BAT project from its start until M12. Moreover, it assesses the impact achieved by those activities, according to the objectives, target groups, and KPIs defined in HEALING BAT's plan for Dissemination and Exploitation, including Communication activities (D7.1).

1.5. Document's revision history

The following table describes the main changes done in the document since it was created.

REVISION	DATE	DESCRIPTION	AUTHOR (PARTNER)
V.0.1	10-05-2024	First draft	Sofia Oliveira (FI Group)
V.1.0	31-05-2024	Final version to be submitted	Marina Marcos Macarro (FI Group)

1.6. List of terms and acronyms

ABBREVIATION	EXPLANATION
BMS	Battery Management System
CINEA	European Climate, Infrastructure and Environment Executive Agency
CTR	Click-Through Rate
D[number]	Deliverable [number]
D&C	Dissemination & Communication
D&C&E	Dissemination & Communication & Exploitation
DME	Dimethoxyethane
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
KER	Key Exploitable Result
KPI	Key Performance Indicator
LCA	Life Cycle Analysis
Li-S	Lithium – Sulfur
M[number]	Month [number]
PDEC	Plan on Dissemination and Exploitation, including Communication activities
PR	Press release
QRL	Quality, Reliability and Life
SEO	Search Engine Optimisation
SME	Small or Medium Enterprise
SOC	State of Charge
SOH	State of Health
SOTA	State of the art
T[number]	Task [number]
TEA	Technoeconomic analysis
UI	User Interface
UX	User Experience
WP[number]	Work Package [number]

1.7. Disclaimer

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2. INTRODUCTION

The **HEALING BAT project's** mission is to investigate the **batteries of the future**, making them smarter and more sustainable. The project will develop and implement self-healing materials and healing strategies in key battery components, with a focus on the conventional lithium-sulfur (Li-S) battery. In addition, HEALING BAT will create a toolbox comprising self-healing materials, battery sensors, and bespoke battery management systems (BMS) to maximise battery performance in terms of quality, reliability, and lifetime. Notably, HEALING BAT is an integral part of the **BATTERY 2030+ initiative**, a large-scale European research effort aimed at inventing sustainable batteries of the future and enhancing the competitiveness of EU battery cell industries. This will pave the way for a new class of **self-restoring Li-S batteries**, revolutionising the industry.

WP7 Exploitation & dissemination plays a crucial role in maximising the project's impact over its consortium and timeframe and engaging with its key stakeholders. This comprises the communication and dissemination activities, the exploitation pathways, participatory policymaking instruments, and policy recommendations, as well as the clustering activities with similar initiatives.

As a framework for the activities in tasks **T7.1**, **T7.2** and **T7.3**, the deliverable **D7.1 Plan for Dissemination and Exploitation including Communication activities (PDEC)** drafted the strategy to follow, stipulating the D&C objectives, phases, and target groups; setting the different D&C online and offline tools to be implemented, designing a time plan for the main actions, and establishing different KPIs to monitor their progress and impact, coordinating contributions from the consortium partners, and drafting the pillars of the exploitation strategy to follow.

According to this plan, the D&C activities should pursue the following **objectives**:

1. Maximising the impacts to target groups in the industrial environment.
2. Engaging stakeholders and target groups from Battery and cell chemistry, sensor design and advanced algorithms fields through communication activities.
3. Generating new partnerships with other potential interested parties in the project solution.
4. Sharing solutions and knowledge with relevant scientific and industrial stakeholders through a webpage and through workshops.
5. Communicating the main message of the project, its goals, expected solutions and knowledge towards citizens and media.
6. Preparing the market for the implementation of HEALING BAT's results.

The main **target groups** for these D&C actions were defined as follows:

- Academic and private research community, active in relevant research fields, aiming at creating new knowledge in the project's field of research.
- Companies and industrial research laboratories active in the industrialisation of new technologies and all the actors in the relevant value chains.
- Relevant clusters & technology platforms, including policymakers.
- The civil society, including battery users, citizens, consumer associations, and social innovators.

The strategy also established a time plan with different **communication phases**, according to the specific needs and progress of the project throughout its lifetime: awareness, engagement, and validation. The present report (**D7.3**), which covers the first year of the project, is set in the phase of **awareness**, in which the pillars for the D&C actions have been built (visual identity, D&C strategy, website and social media launch, etc.) and the project has started producing content for the different online communication tools, with the objective of getting visibility for the project, explaining its scope, and expected results, promoting its first actions, and growing an audience around it. The upcoming D&C phases of **engagement** and **validation**, which will be covered in the next reports, will focus on increasing the engagement of target groups and disseminating the activities and results of the project.

Following the aforementioned plan, the present deliverable **D7.3** reports on all communication, dissemination and exploitation activities implemented in the HEALING BAT project from **its start in M1**

until M12. The upcoming activities will be reported in the subsequent deliverables **D7.9**, which will cover until the midpoint of the project (M24), and **D7.10**, which will cover until its ending (M48).

As **WP7** leader and stipulated in **D7.1**, **FI Group** has been leading the coordination of all D&C&E actions in the consortium, as well as the monitoring of the KPIs defined in **D7.1**. Moreover, FI Group has been responsible for producing and implementing the majority of communication actions of the project described in this report. The **other consortium partners** have also contributed to these actions, especially by reviewing some communication publications and materials (visual identity, press releases, newsletters, promotional materials, etc.), providing their inputs for the website content (information on their organisation, their activities in the project, and the events they took part in), publishing and distributing press releases, or disseminating the project in third-party events.

The regular coordination and reporting of these activities has been centralised in the **consortium meetings**, including the general assemblies. The meetings are led by the coordinator TU Dortmund and require the participation of at least one representative per partner. Minutes and recordings are then shared with the consortium in the project's internal sharing platform, Sciebo.

During these meetings, FI Group provides an overview of the D&C&E actions performed so far, as well as achieved KPIs and main milestones, together with the next foreseen actions. In addition, suggestions on events that might be of interest to the consortium are provided, especially those related to the CSA Battery 2030+. Collaborations with partners for the development of specific content and activities where their technical expertise is needed are also discussed.

This document **D7.3** is drafted by FI Group (WP7 leader), with inputs from the consortium about the activities they have performed.

3. OVERVIEW OF D&C PROGRESS AND IMPACT

The first year of the project has been very active in terms of communication and dissemination, implementing the actions foreseen in the **awareness** phase. First, by drafting the strategy (D7.1) and setting up the required tools and materials (visual identity, website -D7.2-, social media channels, promotional materials, etc.). And then, by releasing the first communications to start growing visibility for the project and its first actions (press release, newsletter, frequent website and social media posts, participation in third-party events, etc.).

3.1. Communication, dissemination, and exploitation deliverables

The following table lists the status of the deliverables related to the project's communication, dissemination and exploitation activities, as part of tasks T7.1, T7.2, T7.3, and T7.5.

No	DELIVERABLE TITLE	LED BY	DUE	STATUS BY M12
D7.1	Plan for Dissemination and Exploitation, including Communication activities	FI Group	M6	Submitted
D7.2	Website of the project	FI Group	M3	Submitted
D7.3	Report on dissemination (including publications and event), exploitation, communication measures and materials	FI Group	M12	Submitted
D7.5	IPR Strategy Plan	FI Group	M18	To do
D7.6	Paper on project recommendation	FI Group	M48	To do
D7.8	Review of D7.1	FI Group	M18	To do
D7.9	Report on dissemination (including publications and event), exploitation, communication measures and materials - Update 1	FI Group	M24	To do
D7.10	Report on dissemination (including publications and event), exploitation, communication measures and materials - Update 2	FI Group	M48	To do

Table 1. Overview of D&C&E deliverables.

3.2. Communication and dissemination activities and impact

The following table summarises the activities that have been performed for each communication and dissemination tool from M1 until M12. Further details will be provided in the next sections.

C&D TOOL	ACTIVITIES	IMPACT
Visual identity	Development of the logo, brandbook, and templates (for deliverables, PPT presentations, and meetings)	The visual identity is being used in all the project communication materials
Project website	4 webpages (excluding legal pages) 2 news webposts 3 events webposts	2,250 sessions and 1,158 users 34.8% engagement rate 2,881 impressions and 11.5% CTR on Google Search
LinkedIn	18 posts	228 followers 15,045 impressions 8.85% engagement rate
X/Twitter	17 tweets (including threads)	68 followers 5,667 impressions 7.30% engagement rate
Project newsletters	1 newsletter	17 subscribers 53.8% opening rate 15.4% click rate
Other supporting communication materials	1 infographic	Shared through the communication channels of the project

C&D TOOL	ACTIVITIES	IMPACT
Press releases and media	1 press release	37 publications
Offline promotional materials	1 brochure 1 poster 1 roll-up	Shared through the communication channels of the project and distributed to partners to be used at any upcoming events
Participation in third-party events	Participation in 7 third-party events (4 conferences, 2 project General Assemblies, 1 workshop)	Reaching a variety of project stakeholders, including academia, industry, and similar research projects
Partners' communication channels	6 webposts 10 social media posts	Reaching the existing followers and community of the partners

Table 2. Overview of D&C activities and impact.

3.3. Communication and dissemination KPIs

The following table shows the M12 status of the different KPIs that were established in the project in the Plan for Dissemination and Exploitation, including Communication activities (D7.1). Further details will be provided in the next sections of this deliverable.

C&D TOOL	KPI TARGET	KPI STATUS BY M12
Project website	1,000 views per year (4,000 in total)	2,250 views (sessions)
LinkedIn	3 posts per month	3.6 posts per month (18 in 5 months)
X/Twitter	3 posts per month	3.4 posts per month (17 in 5 months)
Project videos	2 videos	0 videos
Project newsletters	8 newsletters	1 newsletter
Press releases and media	4 press releases 3 articles 1 interview	1 press release 0 articles 0 interviews
Other supporting communication materials	4 infographics 16 success stories 8 good practices	1 infographic 0 success stories 0 good practices
Scientific publications	12 scientific publications	0 scientific publications
Professional publications	12 professional publications	0 professional publications
Informal paper on project recommendations	1 informal paper	0 informal papers
Project events	2 workshops 1 final conference	0 workshops 0 final conferences
Promotional materials	1 brochure 1 rollup 1 poster 1 PPT presentation	1 brochure 1 rollup 1 poster 0 PPT presentations

Table 3. Overview of D&C KPIs

4. PROJECT’S VISUAL IDENTITY

The first step, before setting up the D&C&E materials and tools, is to define the project’s visual identity as means of summarising through the HEALING BAT brand all those values encompassed within the project development.

FI Group has led this activity setting up the HEALING BAT **brandbook**, a manual to be used by project partners to pursue the objectives of D&C&E strategy. The document includes the project **logo**, as well as instructions on how to use it. The brand colours, typographies and iconography are also defined. Moreover, instructions are provided on how to properly acknowledge European Union funding.

The brandbook is included in D7.1, as **Annex 1**. Also, it is available on the project website. FI has also provided to the HEALING BAT consortium different versions of the logo, in both pixel and vectorial formats, and the typographies to be downloaded and used, as well as a few images that are suitable to support project communications.

Finally, project **templates** for any required documents related to the project (such as deliverables and text documents, meeting agenda and minutes, PPT presentations, Excel sheets, etc.) have also been designed by FI Group and provided to consortium members.

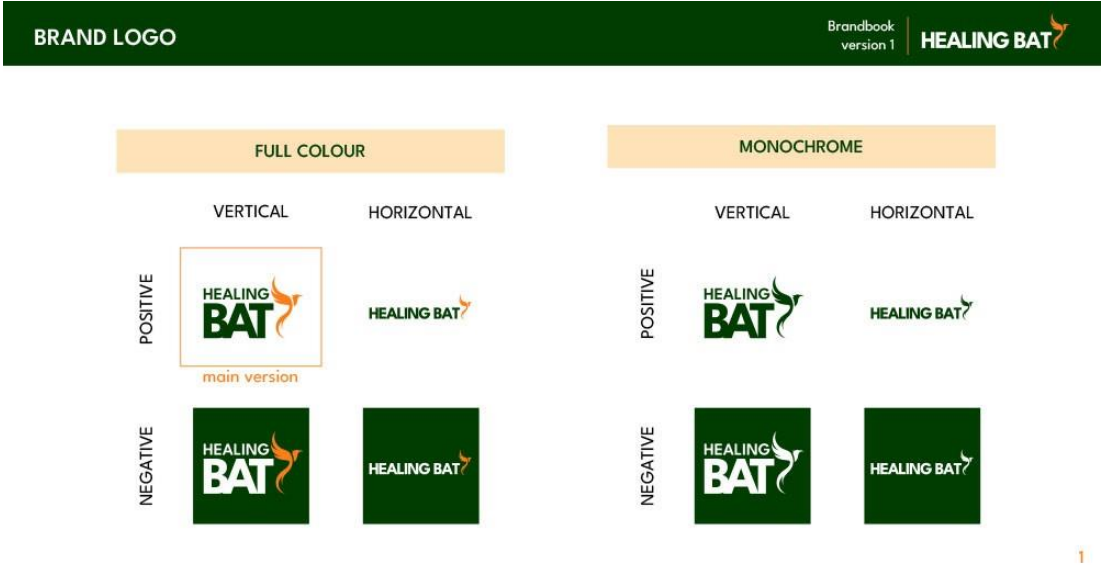


Figure 1. Different versions of HEALING BAT’s logotype from its brandbook.

5. ONLINE COMMUNICATION AND DISSEMINATION TOOLS

5.1. Official website

The HEALING BAT website was delivered on M3 (August 2023), to serve as the central communication channel of the project in the digital environment. FI Group has been responsible for the website development and maintenance, including feeding it with new content on a regular basis, while the other consortium partners have contributed by providing information on their organisations and project activities. Information and details regarding its structure were included in deliverables **D7.1 Plan for Dissemination and Exploitation, including Communication activities** and particularly **D7.2 Website of the project**. The website is open access, and available at the URL healingbat.eu.

5.1.1. Website optimisation

Since its launch and the submission of the deliverable **D7.2** in M3, different improvements have been implemented on the website to boost its performance and improve its user experience. The most relevant modifications include:

- The header now includes a search tool to find specific content.

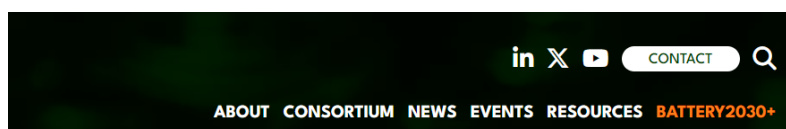


Figure 2. The right part of the website header with the new search tool.

- The footer now includes a link to the new [Cookie Policy page](#), with all legally required information about the cookies kept by the website and their purpose and maintenance, following the European GDPR legislation. There, users have the possibility to change their cookie preferences at any time.
- Some adjustments were made to the [Consortium section](#) of the homepage, including uniformising the size of partners' logos and linking to their respective websites, and some smaller corrections in terms of countries, logos, and social media icons, as indicated by the respective partners.

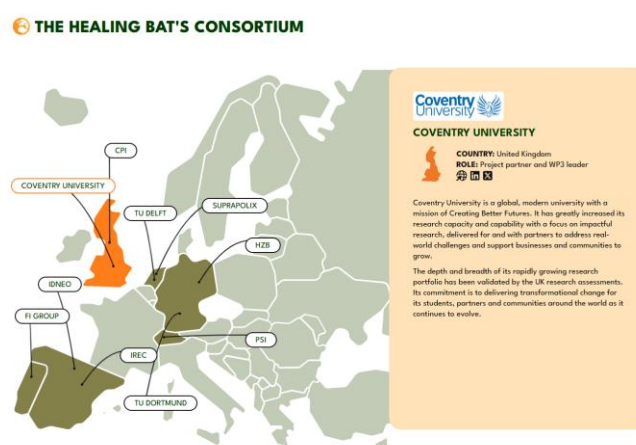


Figure 3. Current version of Consortium section.

- External links now open in a new window, and texts with a hyperlink on the homepage are now distinguished with a different colour.
- The Blog page is now called [News&Articles](#), and the post examples were replaced by real webposts with the latest information on the project.

- On the webposts, the main image is now displayed horizontally in full width (e.g. 16:9) and there is an option to share the post on social media.

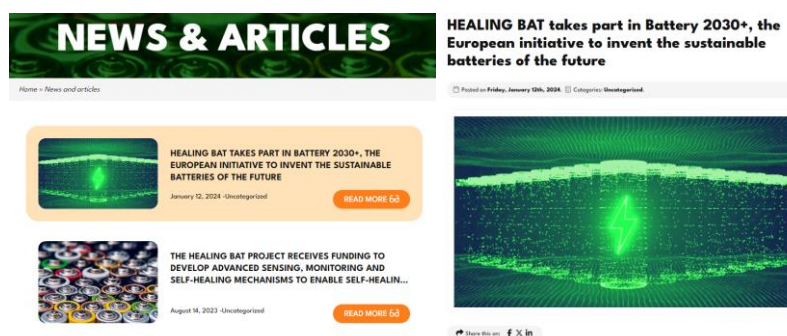


Figure 4. Current version of the News & Articles page and example of a webpost.

- The visualisation of webspots in the [Events page](#) and Events section of the homepage has been improved, including showing the image in its original aspect ratio, adding icons for location and date, etc. Now, the example posts have been replaced with real posts.

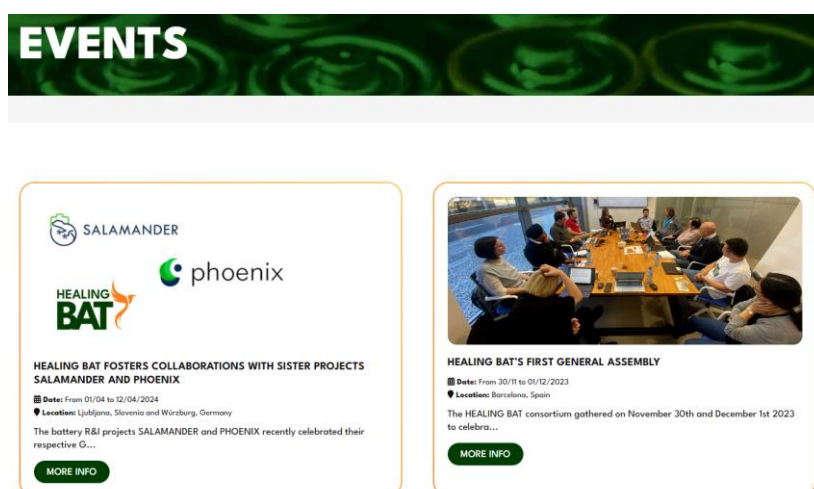


Figure 5. Current version of the Events page.

- The visualisation of items on the [Resources page](#) has also been improved, now being able to display the cover image of the documents and materials in a suitable aspect ratio.

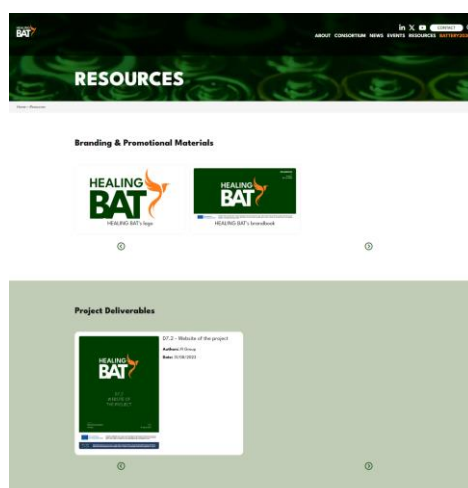


Figure 6. Current version of the Resources page.

5.1.2. Website posts

In addition to the 4 webpages that are now set up (Homepage, News&Articles, Events, and Resources), a total of **5 webposts** (blog posts) have been published so far on the website: 2 in the section News & Articles and 3 in the section Events. Following the content plan for HEALING BAT (see **Section** iError! No se encuentra el origen de la referencia.), these posts include content that attracts target groups and keeps them informed and engaged, while also ensuring a good positioning of the website on Google Search (SEO). All the posts have been optimised for SEO and were shared on social media and newsletters.

TITLE AND LINK	DATE	VISITS
HEALING BAT’s kick-off meeting	June 02, 2023	167
The HEALING BAT project receives funding to develop advanced sensing, monitoring and self-healing mechanisms to enable self-healing batteries	August 14, 2023	84
HEALING BAT’s first General Assembly	December 01, 2023	131
HEALING BAT takes part in Battery 2030+, the European initiative to invent the sustainable batteries of the future	January 12, 2024	81
HEALING BAT fosters collaborations with sister projects SALAMANDER and PHOENIX	April 12, 2024	26

Table 4. Website news, articles and events published.

5.1.3. Website performance and monitoring

During this period, the project’s website has achieved a total of **2,250 views** (sessions), which is 56% of the KPI for the whole project, in only 12 months. Moreover, a total of **1,158 users** have visited the website during this period, with an average **interaction rate of 34.8%**.

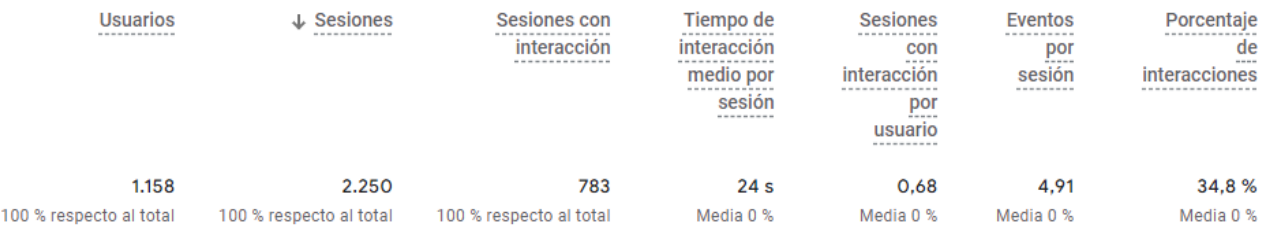


Figure 7. Website analytics by M12 (Google Analytics).

In the following screenshot from Google Analytics, the time evolution of the website visits/sessions can be observed, from its launch in August 2023 until the present May 2024 (filtered by the event “session_start”).



Figure 8. Evolution in website views/sessions (Google Analytics).

Moreover, the **SEO techniques** implemented have led to a good performance of HEALING BAT’s website on Google Search, with a growth in impressions and clicks registered on Google Search Console. During

this period, a total of **2,881 impressions** and 332 clicks have been achieved, with an average click-through rate (CTR) of **11.5%** and displayed in the 16th position on average in result pages.

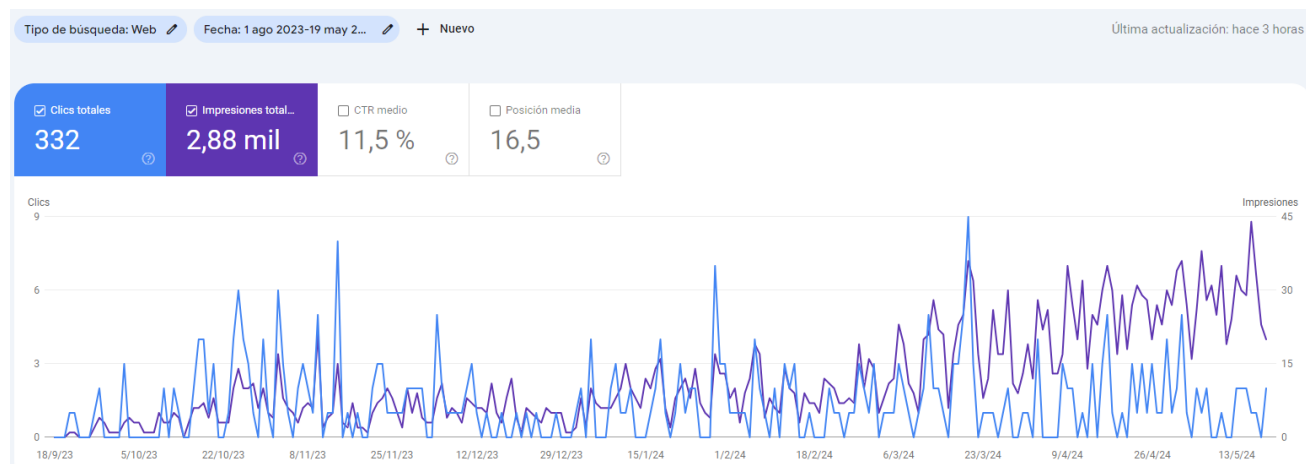


Figure 9. Evolution in impressions and clicks on Google Search (Google Search Console).

5.2. Social media channels

As established in the Communication and Dissemination Plan (D7.1), the HEALING BAT project has created three social media accounts: a [LinkedIn page](#), an [X/Twitter profile](#), and a [YouTube channel](#). Although these accounts were initially set up in August 2023 to be linked on the website in time for its launch, they were not officially launched until January 2024, when posts started to be frequent.

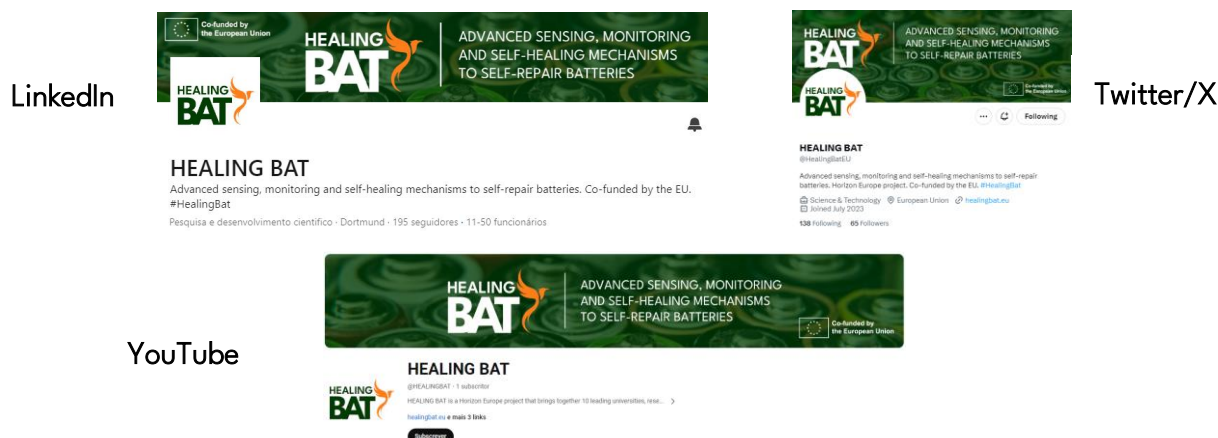


Figure 10. HEALING BAT social media channels.

5.2.1. Content strategy for the website and social media

The purpose of the **content strategy** is to ensure that the website and social media channels of the project are frequently fed with new, valuable content, keeping the target groups informed and engaged, and improving the positioning for the project in the web search engines and social media algorithms.

According to D7.1, at least **3 posts per month** are to be published, allowing us to focus our efforts on producing quality content while also feeding the social channels, thus avoiding being penalised by the social network algorithm (which will showcase less the publications of accounts with little activity). Nevertheless, there might be certain periods of inactivity due to holiday periods in Europe, where audiences are more disconnected.

The content strategy pivots around the **topics**, social media hashtags, and SEO keywords shown in **Table 5**. Pillars of HEALING BAT's content strategy. The topics have been established to align with the Communication objectives set in D7.1, as well as to provide valuable content that can be of interest to

the target groups and stakeholders. From there, an analysis has been carried out to identify the most convenient **hashtags** to be used on LinkedIn and Twitter, according to their relation to the project, with a focus on niche hashtags that have a sufficient volume of followers/posts but, at the same time, are accessible for the project to position its content in them. Keyword research has also been performed to identify the most convenient **keywords** for the SEO optimisation of the webpages and webposts, thus achieving a better positioning in search engines.

MAIN TOPICS	MAIN HASHTAGS	MAIN SEO KEYWORDS
HEALING BAT's general information and resources	#HEALING BAT	HEALING BAT
HEALING BAT's ongoing activities	#HorizonEurope / #HorizonEU	Battery 2030+
HEALING BAT's results	#battery / #batteries	battery
Dissemination on battery innovation and sustainability	#selfhealing	battery cell
EU values and funding for R&I	#batterytechnology	batteries of the future
Related projects and initiatives (such as Battery 2030+)	#batteryinnovation	sustainable batteries
	#batterycell	Li-S battery
	#Battery2030	Battery Management System
		self-healing
		battery degradation
		EU batteries
		Horizon Europe
		EU project
		European research

Table 5. Pillars of HEALING BAT's content strategy.

The contents are adapted to the specific audience, formats, and trends of each channel, using whenever possible, native formats and a human-centred approach that will boost reach and interactions. In terms of **format**, the most convenient options have been defined for social media posts to maximise their reach and engagement, considering the type of content, the user trends and the factors that are favoured by social media algorithms:

LINKEDIN FORMATS	TWITTER FORMATS
Infographics (PDF carousel)	Images and graphics
Images + text	Pols
Snippets from videos	Share website content
GIFs for downloadable resources	Tweet threads
Pols to disseminate about the field	Snippets from videos
Mention related projects and initiatives	GIFs for downloadable resources
Repost/comment when HB is tagged	Tagging relevant organisations and networks
Comment on posts of stakeholders or similar projects	RT relevant info for the project by stakeholders

Table 6. Main formats on each social media.

Bearing in mind this strategy, the posts are **planned and released** taking into account the most relevant project events, activities, results, or publications; any international days related to the HEALING BAT's field of research and European Union values, as well as relevant happenings from related projects and initiatives. Moreover, the posts are aligned with other tools and actions of the project, namely the website, newsletter, or videos, among others.

Besides publishing the different posts, different techniques are being implemented to increase the **engagement of users** on social media, such as tagging related profiles, institutions, and projects, encouraging partners to interact with the posts to grow within their existing communities, responding

to comments and mentions by followers, interacting with contents of related profiles, etc. Special attention is paid to Battery 2030+ and those of the projects involved in it.

5.2.2. LinkedIn page

5.2.2.1. LinkedIn posts

TITLE AND LINK	DATE	IMPRESSIONS
 Yesterday, our coordinator Stefan Palzer from Technische Universität Dortmund presented the hashtag #HEALING BAT...	May 29, 2024	364
 Last week, the #HEALING BAT consortium gathered in Sedgefield, UK, to celebrate the 2nd General Assembly of the project...	May 27, 2024	1,271
 Our coordinator Stefan Palzer from the Technische Universität Dortmund presented the #HEALING BAT project last month...	May 06, 2024	742
 Only one month to go until #HEALING BAT's 2nd General Assembly! Check out our previous one, which was celebrated last December...	April 22, 2024	1,635
Our coordinator Stefan Palzer from Technische Universität Dortmund presented the #HEALING BAT scope during the SALAMANDER...	April 12, 2024	135
 Are you keen on emerging #battery technologies? Check out this workshop by our sister projects...	April 09, 2024	514
#TBT:  #HEALING BAT's kick-off meeting was celebrated last year in Germany, at our coordinator's offices in Technische...	April 01, 2024	1,287
 Join BATTERY 2030+'s Annual Conference to discover current #batteryresearch initiatives at the EU level, like #HEALING BAT.	March 19, 2024	242
#JobAlert  New vacancy for the #HEALING BAT project from our partner Coventry University!	March 11, 2024	222
 Discover the story of some female researchers working on the projects that are part of the #Battery2030 EU initiative  	March 8, 2024	768
 Do you have a project in mind to develop non-Li #battery systems? You can now get it funded under the EU's #HorizonEurope programme for R&I!	February 27, 2024	1,236
 Yesterday we celebrated the International Day of Women and Girls in Science. In #HEALING BAT we are very grateful to all the women who are making our project possible.	February 12, 2024	1,388
 Our first newsletter just came out! Subscribe now to receive it directly in your mailbox  https://lnkd.in/dc5pQ2g6	February 5, 2024	481
 Earlier this week, Cinthia Eliza Maria Krämer from our coordinator Technische Universität Dortmund participated in a workshop...	February 2, 2024	188
 The 1st #HEALING BAT newsletter will be released very soon. Subscribe now to receive it in your mailbox  ...	January 29, 2024	349
Did you know that #HEALING BAT takes part in the large-scale European initiative BATTERY 2030+? 	January 23, 2024	873
We are happy to announce that the #HEALING BAT website is now available! Have you already visited it? Find us at  ...	January 16, 2024	959
 Are you interested in #batteries innovation and sustainability? Welcome to the brand-new LinkedIn profile of the...	January 9, 2024	2,391

Table 7. LinkedIn posts published.

Note: posts that are older than one year are automatically erased from the LinkedIn platform, both for the users and the page manager.

5.2.2.2. LinkedIn monitoring

During these first five months since the launch of the LinkedIn page in January 2024, **18 posts** have been published, which makes an average of **3.6 posts per month**, above the target of 3 posts per month set in the KPI.

Today, the LinkedIn page already has a community of **228 followers**, thanks to the frequent posts, content of high quality to the target groups and efforts to foster user engagement. Moreover, the posts have achieved **15,045 impressions** and an average **engagement rate of 8.85%**.

Datos de seguidores ⓘ

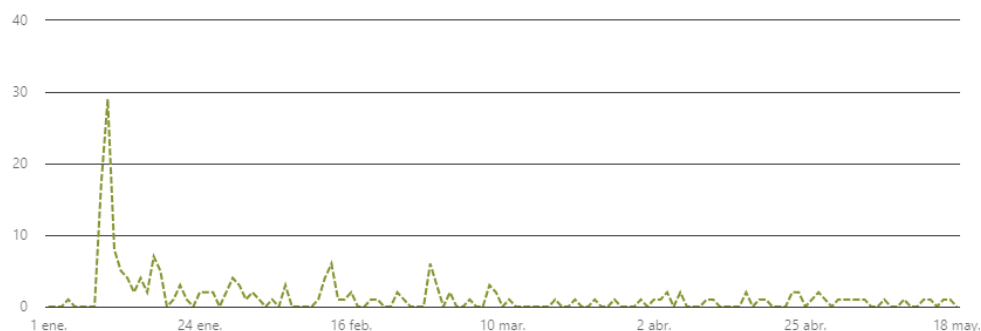


Figure 11. Evolution of new LinkedIn followers.

5.2.3. Twitter/X profile

5.2.3.1. Twitter/X posts

TITLE AND LINK	DATE	IMPRESSIONS
📍 Yesterday, our coordinator S. Palzer from @TU Dortmund presented the #HEALING BAT project at the @2030Battery...	May 29, 2024	200
📅 Last week, the #HEALING BAT consortium gathered in Sedgefield, UK, to celebrate the project's 2nd General Assembly...	May 27, 2024	266
📅 Our coordinator S. Palzer from @TU Dortmund presented the #HEALING BAT project last month to the consortia of...	May 07, 2024	514
📅 Only one month to go until #HEALING BAT's 2nd General Assembly! Check out our previous one,...	April 23, 2024	34
📅 Are you keen on emerging #battery technologies? Check out this workshop by our sister projects #intellLigent and @Hydra_battery...	April 10, 2024	782
#TBT: 📍 #HEALING BAT's kick-off meeting was celebrated last year at the @TU Dortmund, in Germany. Did you know that our...	April 04, 2024	80
Join @2030Battery's Annual Conference to discover current #batteryresearch initiatives at the EU level, like #HEALING BAT.	March 19, 2024	79
Discover the story of some female researchers working on the projects that are part of @2030Battery, including our...	March 8, 2024	487
Do you have a project in mind to develop non-Li #battery systems? The call for 'Non-Li Sustainable Batteries with European...	February 28, 2024	43
Yesterday we celebrated the #InternationalDayofWomenandGirlsInScience. In #HEALING BAT...!	February 12, 2024	69
📧 The first #HEALING BAT newsletter just came out! Subscribe now to receive it directly in your mailbox	February 6, 2024	982
Earlier this week, our coordinator @TU Dortmund participated in a workshop by our sister project @BIGMAP_EU about the...	February 2, 2024	597
📧 The 1st #HEALING BAT newsletter will be released very soon. Subscribe now to receive it in your mailbox	January 30, 2024	40
Did you know that #HEALING BAT takes part in the large-scale European research initiative @2030Battery to invent...	January 24, 2024	511
@PhilippGVeit [...] We are very glad that you like our website. We are working to fix the issue with the newsletter subscription...	January 17, 2024	49
We are happy to announce that the #HEALING BAT website is now available! Find us at 📍...	January 17, 2024	583

TITLE AND LINK	DATE	IMPRESSIONS
Are you interested in #batteries innovation and sustainability? Welcome to the brand-new Twitter profile of the...	January 9, 2024	351

Table 8. Twitter/X tweets published (including threads).

5.2.3.2. Twitter/X monitoring

During these first five months since the launch of the Twitter/X profile in January 2024, **17 tweets** have been published (including threads), which makes an average of **3.4 tweets per month**, above the target set for this KPI.

Today, the Twitter profile page already has a community of **68 followers**. Moreover, the tweets have achieved **5,667 impressions** and an average **engagement rate of 7.30%**.

5.2.4. YouTube channel

As defined in the communication and dissemination plan (D7.1), the YouTube channel is being used merely as a repository for the project videos, to be able to embed them in other online channels and materials, but not as a social network to be dynamised.

So far, no project video has been published, so the YouTube channel remains inactive. The two project videos are planned to be published towards the middle and the end of the project and will be uploaded to the YouTube channel accordingly.

5.3. Project newsletters

After the submission of the Communication and Dissemination Plan (D7.1) in November 2023 and the social media launch in January 2024, a social media campaign was implemented to grow a community of newsletter subscribers, linking to the subscription form on the website.

After gathering the first subscribers, the **first newsletter** was released in February 2024. The newsletter was fully produced by FI Group, including developing the layout, writing the full texts, designing all visuals, linking to the respective website contents, and managing its delivery to all newsletter subscribers. The newsletter was validated by the coordinator, and the full consortium could make any contributions or amendments they considered.

The first newsletter was delivered by email through the MailChimp email marketing tool to the 13 users that were subscribed at the time of its release, 53.8% of whom opened the email and 15.4% of whom clicked on links. Moreover, partners were encouraged to share it with their stakeholders. Today, **17 subscribers** are subscribed to receive the project newsletters.

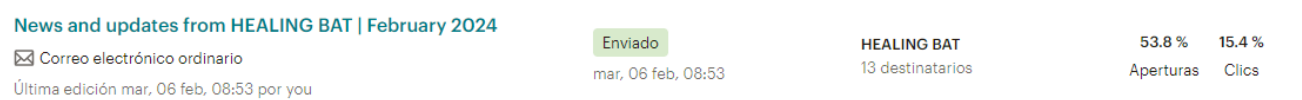


Figure 12. Performance of the first newsletter (MailChimp Analytics).

The newsletter is available at the project website ([Resources section](#)).

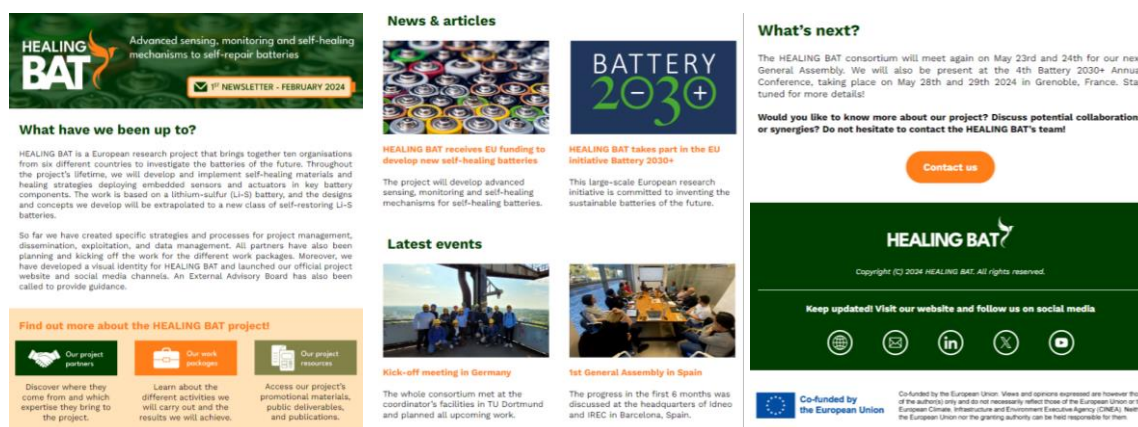


Figure 13. First project newsletter.

Before and during its delivery, a **social media campaign** was implemented to promote the newsletter subscription, and all partners were encouraged to contribute to this action. These posts achieved 830 impressions on LinkedIn and 1,022 impressions on X/Twitter.



Figure 14. Social media campaign for newsletter subscription.

The **second newsletter** of the project is planned to be delivered in M13 (June 2024), following the second General Assembly of the project, which was celebrated in late May 2024.

5.4. Supporting materials and contents

A series of communication materials and contents are foreseen to be produced within the project to feed its communication channels and support their publications. They are to be shared in the project's communication channels and also used by partners in any communication or event about the project. All of them will also be available in the [Resources section](#) of the website.

Specifically, **project infographics** are to be produced to represent complex information in a visual and easily understandable way. So far, FI Group has developed the **first project infographic**, representing the overall methodology of HEALING BAT, explaining from the component level of the battery, to the cell level and, finally, to the integrated sense-actuate-heal battery level. The infographic was designed by FI Group over an archaic graphic produced during the proposal stage, and was then open to feedback from the consortium. Finally, the infographic has been uploaded to the [Resources section](#) of the website and will soon be shared on the project's social media and newsletter.

In the first months of the project, there was still insufficient progress to develop any success stories or good practices. However, in the upcoming months, the first project **success stories and good practices** will be produced by FI Group, focusing on the experience and progress of the partners in the first year of project implementation, and the first achievements and results accomplished during that period.

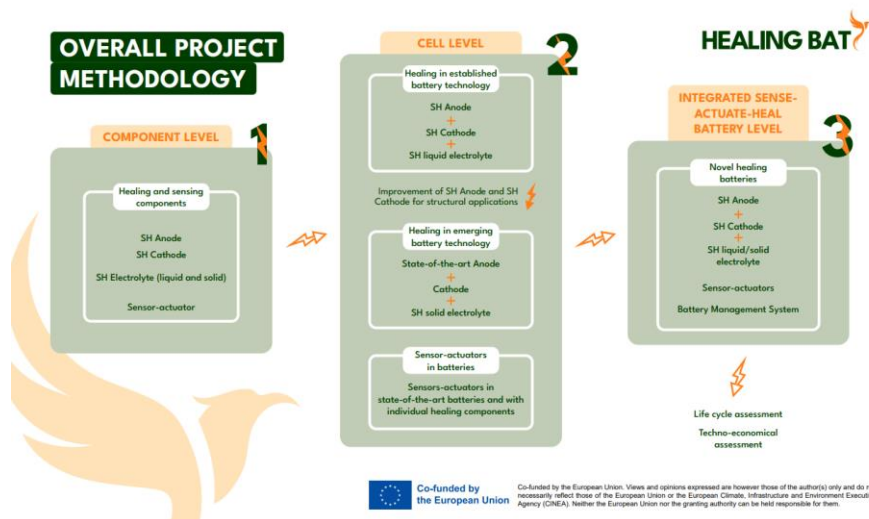


Figure 15. HEALING BAT's first infographic.

5.5. Press releases, articles, and interviews

As stated in D7.1, at least **four press releases** will be produced throughout the project to inform the media on its purpose and its most relevant progress and outcomes.

The **first press release**, announcing the project's launch and kick-off meeting, was produced by FI Group and all partners were encouraged to publish it on their communication channels, and to distribute it among their media contacts and through their media agencies, being able to adapt it when necessary to their local contexts and languages.

This press release is available on the [Resources section](#) of the website and was also published in the form of a [blog post](#) in the section News & articles, adapting it to this format and carrying out an SEO optimisation in the texts.

PRESS RELEASE

HEALING BAT

The HEALING BAT project receives funding to develop advanced sensing, monitoring and self-healing mechanisms to enable self-healing batteries

- The project, funded by the European Union with Grant Agreement n° 101104006, will receive a total of 5.7 M€ under the umbrella of the Horizon Europe programme.
- The HEALING BAT project will research new battery concepts based on Li-S. Its scientific achievements will lead to next-generation battery technologies in the EU that are more sustainable and competitive.
- The project's consortium gathered on 1-2 June for the kick-off meeting, hosted by the coordinator TU Dortmund at its offices in Dortmund, Germany.

Figure 16. First press release on HEALING BAT's website.

After a press clipping carried out by FI Group, it was found that the first press release achieved a total of **39 publications**: 23 from earned media (third parties) and 16 from own media (the project and its consortium). 51% of those publications were from online media/blogs, 33% from social media and the remaining 15% from partners' websites. Portugal led the % of publications (46% of the publications), followed by Spain (23%), the UK (18%), the Netherlands (8%) and the rest of the EU (with 5% of the publications).

HEADLINE	DATE	MEDIA NAME
HEALING BAT – Advanced sensing, monitoring and self-healing mechanisms to self-repair batteries	05/06/2023	IREC

HEADLINE	DATE	MEDIA NAME
The #HEALING BAT Horizon Europe project kicked-off last week in Dortmund. The title of the project is "advanced sensing...	05/06/2023	IREC
Europe seeks better lithium-sulphur batteries	19/06/2023	ElectronicsWeekly.com
Coventry University part of consortium to develop next-generation battery technologies	19/06/2023	Coventry University
We're excited to announce that @CovUni CGFM are part of a €5.7m project to develop a new class of #batteries	19/06/2023	Coventry University
We're excited to announce that we're part of a €5.7million project aiming to develop a new class of self-healing #batteries	19/06/2023	Coventry University
Europa busca mejores baterías de litio-azufre	20/06/2023	Ltd de Shunlongwei
Coventry University wins funding to help develop 'self-healing batteries'	26/06/2023	Coventry Telegraph
FI Group takes part in the European project HEALING BAT to develop a new generation of self-healing batteries	26/06/2023	FI Group
FI Group participa en el proyecto europeo HEALING BAT para desarrollar una nueva generación de baterías auto-regenerativas	26/06/2023	FI Group
HEALING BAT, el proyecto europeo para crear un nuevo concepto de baterías auto-regenerativas de litio-azufre	27/06/2023	Energy News
HEALING BAT, el proyecto europeo para crear un nuevo concepto de baterías auto-regenerativas de litio-azufre	27/06/2023	Energy News
HEALING BAT, el proyecto europeo para crear un nuevo concepto de baterías auto-regenerativas de litio-azufre	27/06/2023	Energy News
The university is part of a consortium of research institutions that have been awarded millions of pounds to develop the next generation of batteries.	27/06/2023	Simon Roberts
In FI Group we are participating in the new R&I project #HEALING BAT, funded by the EU to develop a new class of self-healing #batteries based on Li-S.	29/06/2023	FI Group
En FI Group estamos participando en el nuevo proyecto de I+D #HEALING BAT, financiado por la UE para desarrollar una nueva clase de #baterías...	05/07/2023	FI Group
Projeto 'HEALING BAT' já iniciou trabalhos	05/07/2023	O Jornal Económico
Vem aí uma nova geração de baterias! E são "made in" Europa...	05/07/2023	PPL Ware SAPO
Projeto europeu para criar nova geração de baterias já arrancou	05/07/2023	News Cision
Criação de novas baterias autorregenerativas já arrancou na Europa	06/07/2023	Tech Bit
A FI Group, enquanto consultora global especializada na assessoria a empresas na gestão do financiamento de I&D e inovação, participou no início dos...	06/07/2023	FI Group
Projeto europeu HEALING BAT arranca para criar nova geração de baterias	06/07/2023	O Digital SAPO
Arranca o projeto europeu que quer criar nova geração de baterias autorregeneativas	06/07/2023	Visão

HEADLINE	DATE	MEDIA NAME
Portugueses integram projeto de 5,8 milhões de euros para criar nova geração de baterias	06/07/2023	Executive SAPO Digest
Projeto HEALING BAT quer baterias de EV mais sustentáveis	06/07/2023	Tech E Net
Arrancou o projeto europeu que irá desenvolver uma nova geração de baterias autorregeneráveis mais sustentáveis	06/07/2023	Echo Boomer
Projeto europeu para criar nova geração de baterias já arrancou	06/07/2023	Infor Games
Projeto europeu para criar nova geração de baterias já arrancou e tem participação portuguesa	11/07/2023	SAPO TEK
HEALING BAT: Projeto europeu tentará criar baterias autorregeneráveis	12/07/2023	Revista Sustentavel
Portugueses integram projeto de 5,8 milhões de euros para criar nova geração de baterias	12/07/2023	Revista Comunidades
TU Delft participant in EU self-healing batteries project	13/07/2023	TU Delf
TU Delft deelnemer in EU-project zelfhelende batterijen	13/07/2023	TU Delf
Researchers Sergio Turteltaub and Santiago J. García Espallargas are taking part in the new...	13/07/2023	TU Delf
 Já arrancou o projeto europeu que irá desenvolver uma nova geração de baterias autorregeneráveis...	19/07/2023	FI Group
Projeto HEALING BAT. TSF. Jornal Portugal Mobi Summit 2023 com Bruna Fonseca	27/07/2023	TSF Rádio Notícias
 Em entrevista à TSF - Rádio Notícias, Bruna Fonseca, manager da FI Group Portugal, teve a oportunidade...	27/07/2023	FI Group
Projeto HEALING BAT entrevista para TSF	27/07/2023	FI Group
El proyecto europeo HEALING BAT desarrollará baterías auto-regenerativas	07/08/2023	Muy Pymes
La molletana Idneo, membre del projecte europeu per crear les bateries elèctriques del futur	21/09/2023	Diari Som Mollet

Table 9. Achieved publications of the first press release.

The three **remaining press releases** will be ideally published at the midpoint, to explain the progress so far and coinciding with a relevant milestone or achievement (e.g. two workshops being planned during the course of the project); and at the conclusion, marked by a Final Project Event, to communicate its results and achievements, as well as give an outlook on its future sustainability and exploitation. Moreover, **media articles and interviews** will kick off soon as the project progresses.

5.6. Scientific journals and sectorial magazines

Given the early stage of the project, the consortium partners have not yet produced any results to be published. The preliminary results obtained will pave the way for future publications that will arise in the upcoming months and years, as the project evolves. The majority of scientific and professional publications are foreseen from the midpoint towards the end of the project, when most results will be achieved.

6. OFFLINE COMMUNICATION AND DISSEMINATION TOOLS

6.1. Events, workshops and conferences

6.1.1. Participation in third-party events

6.1.1.1. Battery Innovation Days 2023

Stefan Palzer, the project coordinator from TU Dortmund, presented HEALING BAT's objectives to innovators, industry, business partners, EU institutions and research communities during the [Battery Innovation Days 2023](#).

This conference was organised on November 14th and 15th 2023 at the Centre de Congrès Cité Mondiale, Parvis des Chartrons in Bordeaux, France. With the purpose of discussing the future of battery research and innovation in Europe with leading policymakers, scientists and industry representatives. The conference was organised by key research initiatives (Batteries Europe, Battery 2030+, and the Batteries European Partnership Association), in partnership with the Batteries 1st and 2nd IPCEIs.



Figure 17. Stefan Palzer (TU Dortmund) at the Battery Innovation Days.

6.1.1.2. Future Power Train Conference 2024

The partner Coventry University participated in the [Future Power Train Conference 2024](#) with a stand, where a presentation about HEALING BAT was displayed, particularly about smart cells and Battery Management System (BMS), targeting industry, businesses, innovators, local authorities and citizens.

This conference, which took place on February 28th and 29th 2024 in Solihull, UK, gathered industry and academic experts within the propulsion development field to open presentations and discussions on the solutions to the challenges faced by the engineering industry in the UK and internationally.

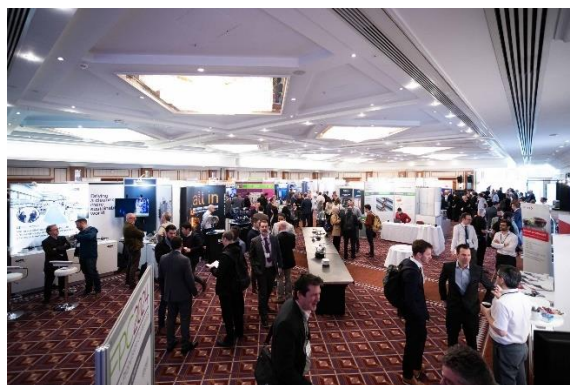


Figure 18. Future Power Train Conference 2024.

6.1.1.3. 244th Electrochemical Society Meeting

Joe Fleming, assistant professor and researcher at the partner Coventry University, participated in the [244th Electrochemical Society Meeting](#), where he informed on HEALING BAT activities and learned about upcoming Li-S trends. Moreover, he was chair in some conference themes, such as ‘Heat generation and degradation’, and ‘Instrumentation and characterization’.

This conference took place from October 8th to 12th in Gothenburg, Sweden, and brought together active researchers in academia, government, and industry professionals and students, to engage, discuss, and innovate in the areas of electrochemistry and solid-state science and related technologies.



Figure 19. Poster for the 244th Electrochemical Society Meeting.

6.1.2. Participation in clustering events related to Battery 2030+

6.1.2.1. Battery 2030+ Annual Conference 2024

Stefan Palzer, the project coordinator from TU Dortmund, presented the HEALING BAT project at the [Battery 2030+ Annual Conference 2024](#). After which, he joined a panel discussion with sister projects SALAMANDER and PHOENIX, chaired by Kristina Edström from Battery 2030+.

This conference took place on May 28th and 29th 2024 in Grenoble, France, and allowed the battery research community to network and engage in meaningful discussions to empower green innovation in this field.



Figure 20. Stefan Palzer (TU Dortmund) at the Battery 2030+ Annual Conference 2024.

6.1.2.2. General Assemblies of sister projects from Battery 2030+

Stefan Palzer, the project coordinator from TU Dortmund, presented the HEALING BAT project to the consortia of [SALAMANDER](#) and [PHOENIX](#) at their respective General Assemblies. These sister projects from the Battery 2030+ initiative are also conducting research towards self-healing batteries, thus the

purpose of this presentation was to get visibility on what each project is doing and discuss potential synergies, in order to maximise their impacts and avoid overlaps.

The SALAMANDER General Assembly took place in Ljubljana, Slovenia in the first week of April 2024, while the PHOENIX Assembly was held in Würzburg, Germany in the second week of April 2024. Stefan Palzer connected online in a specific slot dedicated to presenting HEALING BAT.

Similarly, the SALAMANDER and PHOENIX projects were presented virtually during the 2nd General Assembly of HEALING BAT, which took place on the 23rd and 24th of May 2024 at CIP's headquarters in Sedgefield, UK.

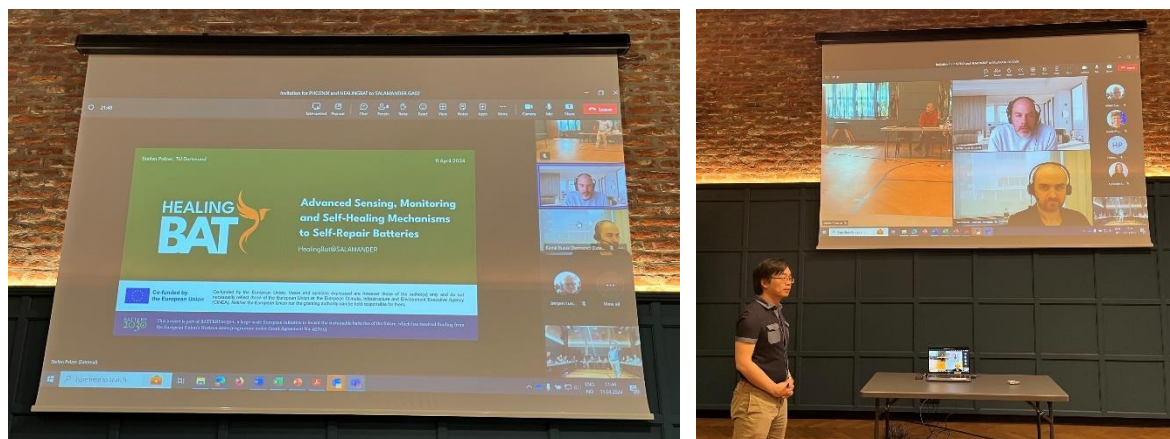


Figure 21. Stefan Palzer (TU Dortmund) at the SALAMANDER General Assembly.

6.1.2.3. EUnified Battery Data Space Workshop

Cynthia Krämer, a PhD candidate from HEALING BAT's coordinator TU Dortmund, participated in the workshop EUnified Battery Data Space, organised by the project [BIG-MAP](#) from the Battery 2030+ initiative.

The workshop took place in early 2024 in Grindelwald, Switzerland, and allowed HEALING BAT to strengthen collaborations among other projects that are part of the Battery 2030+ research initiative, including BIG-MAP, BatCat and sister projects SALAMANDER and PHOENIX.



Figure 22. Cynthia Krämer (TU Dortmund) at the EUnified Battery Data Space Workshop.

6.2. Offline promotional materials

FI Group has been working on the design of a series of promotional materials, provided to partners through the Sciebo internal sharing platform, as digital files that can be printed and brought to any event that might come up, as well as used in any onsite visit or occasion. They are also free to be downloaded on the [Resources section](#) of the website.

6.2.1. Project brochure

A brochure has been produced to be delivered in hand to target groups and stakeholders, at visits or events. The brochure presents the project's scope, goals and expected impacts. Then, it includes an infographic explaining the relations among the different work packages. Finally, it references the main communication channels of the project (website, social media, and official email), displays all partner logos, and acknowledges the EU funding and participation in the Battery 2030+ initiative.

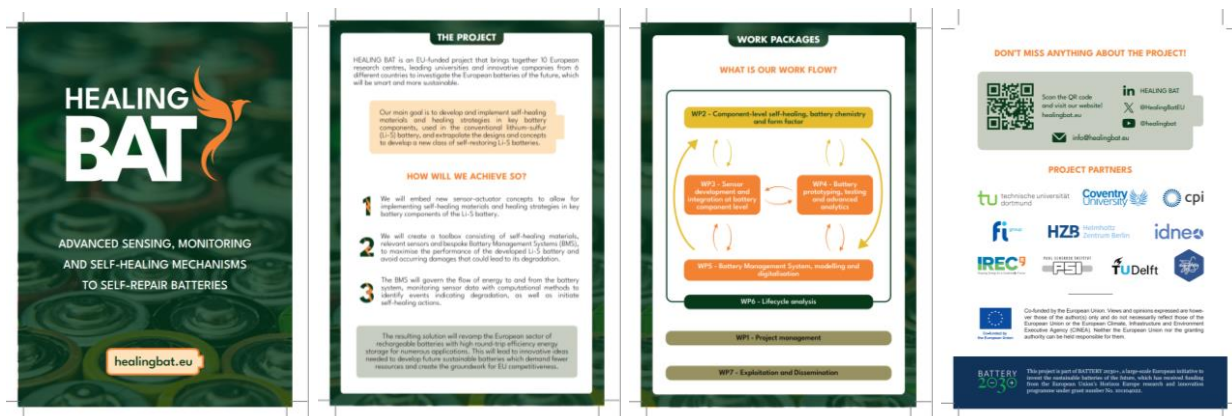


Figure 23. HEALING BAT's printable brochure.

6.2.2. Project poster

The purpose of this poster is to present the project at onsite events, in a visually appealing way. The poster explains the main outcomes and impacts that the project will accomplish, includes references to the project's communication channels, and displays the partner logos and the EU and Battery 2030+ acknowledgements.



Figure 24. HEALING BAT's printable poster.

6.2.3. Project roll-up

The roll-up has been designed to be displayed at onsite project presentations, talks, workshops, etc. at events and conferences. It includes similar information and elements mentioned in the poster, but adapted to the format and purpose of a roll-up. Thus, it serves to make the project always be visually present during the presentations and catch the attention of its expected outcomes.



Figure 25. HEALING BAT's printable rollup.

7. ACTIVITIES BY PARTNERS

FI Group has collected information on the publications, and communication and dissemination activities performed by the partners of HEALING BAT. For that, FI has developed the following online form for partners: <https://forms.office.com/e/z4P9MEZ3H2>; accompanied by the following infographics as guidance on the activities that can be reported, and how:

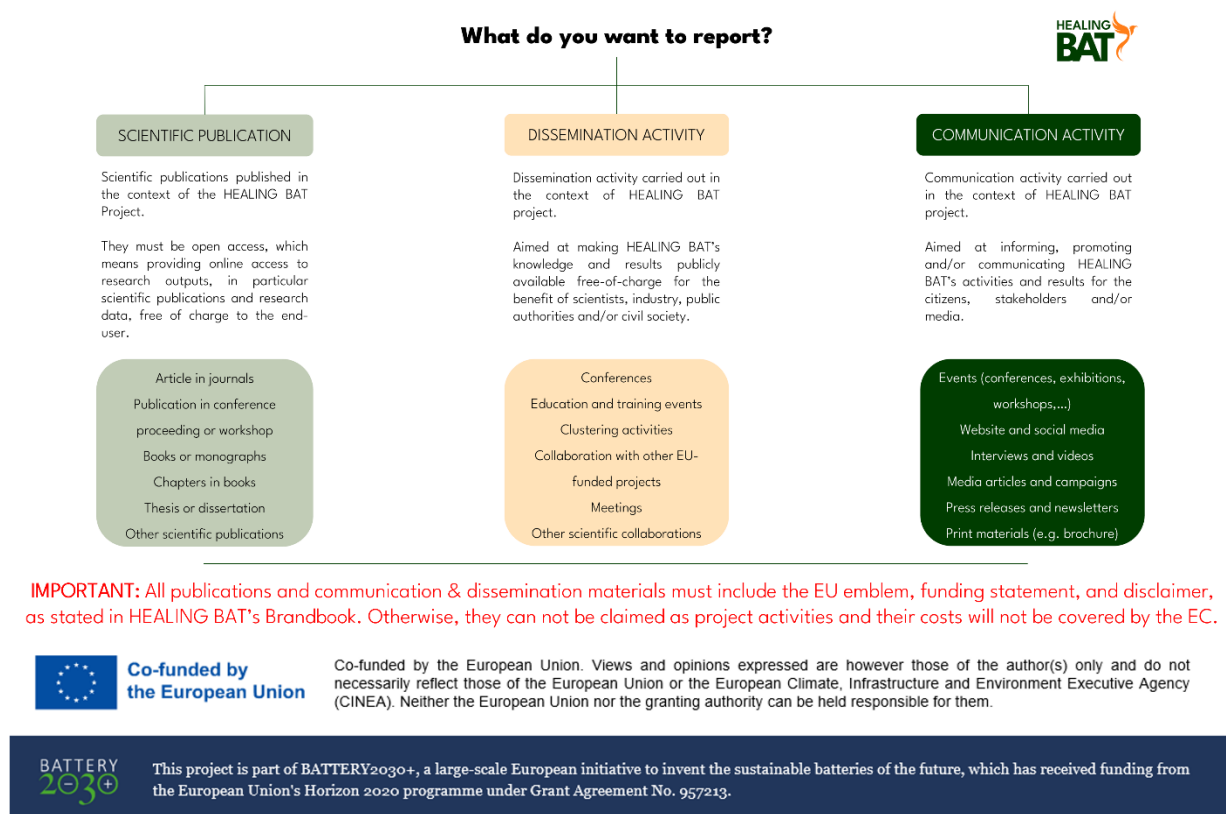


Figure 26. Form for partners to report partner publications and D&C activities.

During the first year of the project, the HEALING BAT partners have participated in 7 **third-party events** to disseminate the project, including 4 conferences, 2 General Assemblies of Battery 2030+ sister projects, and 1 workshop. 4 of them were clustering events related to Battery 2030+ and its projects. Their target audience comprised industry and business partners, innovators, EU institutions, local authorities, citizens, research communities and others. They were aimed at presenting HEALING BAT's objectives, foreseen tasks and expected outcomes and impacts, as well as to engage with the current trends and network with stakeholders, including similar research projects (see **Section 6.1**).

Moreover, the partners have published the **first press release** of the project in their communication channels, including their respective websites and social media channels, to increase visibility for the project and inform on its launch and their participation in it. A total of 16 publications have been identified on the partners' own media (see **Section 5.5**).

The main activities performed by partners are summarised in the following table:

TYPE OF ACTION	ACTION	PARTNER
Event	Project presentation at the Battery Innovation Days 2023	TUD
Event	Project displayed at the partner's stand at the Future Power Train Conference 2024	COV
Event	Project informed at the 244th Electrochemical Society Meeting	COV

TYPE OF ACTION	ACTION	PARTNER
Event	Project presentation at the Battery 2030+ Annual Conference 2024	TUD
Event	Project presentation at the General Assembly of SALAMANDER from Battery 2030+	TUD
Event	Project presentation at the General Assembly of PHOENIX from Battery 2030+	TUD
Event	Networking with Battery 2030+ projects at the EUnified Battery Data Space Workshop by BIG-MAP	TUD
Website post	HealingBat – Advanced sensing, monitoring and self-healing mechanisms to self-repair batteries	IREC
Social media post	The #HealingBat Horizon Europe project kicked-off last week in Dortmund. The title of the project is "advanced sensing, monitoring and self-HEALING mechanisms to self-repair BATteries" and will last until 2027.	IREC
Website post	Coventry University part of consortium to develop next-generation battery technologies	COV
Social media post	We're excited to announce that @CovUni, CGFM are part of a €5.7m project to develop a new class of #batteries	COV
Social media post	We're excited to announce that we're part of a €5.7million project aiming to develop a new class of self-healing #batteries	COV
Website post	FI Group takes part in the European project HEALING BAT to develop a new generation of self-healing batteries	FIG
Website post	FI Group participa en el proyecto europeo HEALING BAT para desarrollar una nueva generación de baterías auto-regenerativas	FIG
Social media post	In FI Group we are participating in the new R&I project #HealingBat, funded by the EU to develop a new class of self-healing #batteries based on Li-S.	FIG
Social media post	En FI Group estamos participando en el nuevo proyecto de I+D #HealingBat, financiado por la UE para desarrollar una nueva clase de #baterías...	FIG
Social media post	A FI Group, enquanto consultora global especializada na assessoria a empresas na gestão do financiamento de I&D e inovação, participou no início dos...	FIG
Website post	TU Delft participant in EU self-healing batteries project	DEL
Website post	TU Delft deelnemer in EU-project zelfhelende batterijen	DEL
Social media post	Researchers Sergio Turteltaub and Santiago J. García Espallargas are taking part in the new...	DEL
Social media post	🚀 Já arrancou o projeto europeu que irá desenvolver uma nova geração de baterias autorregeneráveis...	FIG
Social media post	📢 Em entrevista à TSF - Rádio Notícias, Bruna Fonseca, manager da FI Group Portugal, teve a oportunidade...	FIG
Social media post	Projeto Healing Bat entrevista para TSF	FIG

Table 10. Main D&C activities performed by HEALING BAT's partners.

In addition, the consortium partners have contributed to some of the **project communication actions** implemented by FI Group, especially by reviewing some communication publications and materials (visual identity, press releases, newsletters, promotional materials, etc.) and providing their inputs for the website content (information on their organisation, their activities in the project, and the events they took part in).

8. CONTRIBUTIONS TO BATTERY 2030+

HEALING BAT participates in the CSA Battery 2030+, a large-scale European initiative to invent the sustainable batteries of the future. As the main focus of its clustering activities, and foreseen in task T7.6, the project is meant to contribute to the activities of this initiative and establish synergies with the other projects that take part in it, thus maximising their impacts and avoiding overlaps.

As part of this, FI Group has joined the **Communication working group** of Battery 2030+ in representation of HEALING BAT, with the purpose of:

- Sharing dissemination and communication actions, plans, and lessons learned from each project involved, leading to potential collaborations and knowledge sharing.
- Participating in actions and events organised by BATTERY2030+, taking advantage of their know-how and the bigger reach of their existing channels, tools, connections, and audiences.
- Collaborating in joint actions and events, organised by all projects, allowing for a bigger impact and granting access to a wider range of audiences and stakeholders.

To coordinate these actions, FI Group has been participating in the **monthly meetings** of the Communication working group, which counts on the attendance of one representative per project. During these meetings, each project provides an update on its progress and next steps in D&C, the D&C actions of Battery 2030+ are shared, contributions from projects are asked, and potential D&C collaborations are proposed and discussed.

As a result, FI Group has implemented a series of **communication actions** about, or in collaboration with, Battery 2030+ and its projects, including:

1. Post on HEALING BAT's website on its participation in BATTERY 2030+: [HEALING BAT takes part in Battery 2030+, the European initiative to invent the sustainable batteries of the future.](#)
2. Post on HEALING BAT's website on the synergies with sister projects SALAMANDER and PHOENIX from Battery 2030+: [HEALING BAT fosters collaborations with sister projects SALAMANDER and PHOENIX.](#)
3. Linking to the Battery 2030+ website on the header menu of HEALING BAT's website.
4. Providing content for the HEALING BAT webpage on Battery 2030+'s website: [HEALINGBAT.](#)
5. Sharing information on upcoming Battery 2030+ events with the HEALING BAT consortium, at all consortium meetings and by email.
6. Providing content to feed Battery 2030+'s campaign for Women's Day in 2024: [International Women's Day in Battery Research.](#)
7. A series of social media posts on HEALING BAT's channels to promote Battery 2030+ events, including the Battery 2030+ Annual Conference 2024 (see **Section 5.2**).

Moreover, the project coordinator TU Dortmund has participated in a series of **events** organised by either Battery 2030+ or its projects, including:

- Project presentation at the Battery Innovation Days 2023.
- Project presentation at the Battery 2030+ Annual Conference 2024.
- Project presentation at the General Assembly of the SALAMANDER and PHOENIX projects from Battery 2030+, which were also presented at HEALING BAT's 2nd General Assembly in May 2024.
- Networking with Battery 2030+ projects at the EUnified Battery Data Space Workshop, organised by the project BIG-MAP in 2023.

More information on these events can be found in **Section 6.1**.

9. EXPLOITATION OF RESULTS

In Section 6 of the deliverable **D7.1 Plan for Dissemination and Exploitation, including Communication activities**, a preliminary exploitation strategy was drafted by FI Group, with the purpose of establishing an organic exploitation strategy for the HEALING BAT lifetime and that is instrumental to ensure its long-term impact. Following a holistic approach to address all stakeholders (project partners, target audiences, and end users), the strategy served to build solid foundations for effective exploitation of the project results.

As defined in **D7.1**, the first year of project implementation is set during the **initial phase of exploitation**, devoted to the mapping of preliminary results and the identification of target users. Thus, the preliminary exploitation strategy drafted in **D7.1** included:

- The definition of the main phases of exploitation during the project's lifetime, and the main activities to be performed in each of them.
- The identification of preliminary Key Exploitable Results (KERs), clarifying and updating their potential linked to the objectives described in the Grant Agreement.
- Strategies to trace the KERs and identify additional possibilities.
- A framework to develop business cases, market analysis, and a detailed exploitation plan.
- A few notes on Intellectual Property Rights (IPR), whose strategy will be developed in the deliverable **D7.5** (M18).

During the next phases of exploitation, an updated version of the exploitation strategy will be described in **D7.8** (M18), the IPR strategy will be established in **D7.5** (M18), and the KERs will be finalised by the project's end, along with an exploitation agreement beyond the project lifetime.

Furthermore, interrelations and contributions from other project tasks, in particular with **T7.5**, **T6.2** and **T6.3**, will be essential for the revision and further refinement of the exploitation plan, allowing the project consortium to refine and optimise its exploitation roadmap.

A mid-term and final report on the exploitation activities performed will be included, respectively, in **D7.9** (M24) and **D7.10** (M48).

10. CONCLUSIONS

The present document outlines the deliverable **D7.3 Report on dissemination (including publications and event), exploitation, communication measures and materials** of HEALING BAT.

The first year of the project's lifetime (M1-M12) has been fruitful in terms of communication and dissemination activities. The actions have been properly implemented according to the strategy drafted in deliverable **D7.1**, sometimes even surpassing what had been planned or required, such as more frequent social media posts.

Most **KPI targets** established in **D7.1** are progressing properly according to the current point in the project's lifetime. Some of them are even higher than expected at this point, like the project website views or the number of social media posts. Although the number of scientific and professional publications, and that of success stories and good practices, is still low, it is expected to increase as the activities progress and the consortium produces a higher number of results in the upcoming months and years.

As the basis for the communication and dissemination activities, an entire **visual identity** was created ad hoc for the project to convey accurately its focus in a unified and recognisable manner. This identity was reflected in the project's logo, brandbook, and templates provided to the entire consortium.

After this, the **official website** was developed to centralise all the communications of the project in the online environment. While it initially included a presentation of the project's scope and consortium (as observed in deliverable **D7.2**), it has been amplified and optimised later on to maximise its performance and increase its appeal. A total of 4 webpages and 5 webposts have been published so far, achieving 2,250 visits.

Then, the project's **social media** accounts were created on LinkedIn, Twitter/X and YouTube, with the aim of generating a community of followers and keeping it engaged and informed on the project's activities. For this purpose, a content plan was drafted to ensure frequent feeding them with quality content. As a result, the LinkedIn page now has 18 posts and 228 followers, whereas the Twitter/X profile has 17 tweets and 68 followers so far.

To announce the launch of HEALING BAT, a **press release** was published and distributed by the project and its consortium, achieving 37 publications in both partners' media and third-party media. One email **newsletter** has also been released so far, gathering 17 subscribers. In addition, different **promotional materials** have been produced to communicate the project, including a brochure, a poster, a roll-up, and an infographic.

Moreover, the HEALING BAT consortium has participated in 7 **third-party events** so far to disseminate the project and perform some clustering and networking activities with stakeholders, including 4 conferences, 2 project General Assemblies, and 1 workshop, some of which are related to the Battery 2030+ initiative. The consortium has also contributed to increasing the visibility of the project through 6 webposts and 10 social media posts.

HEALING BAT has also contributed to the **Battery 2030+ Communication working group**, by participating in its monthly meetings and implementing a series of communication activities about, or in collaboration with, Battery 2030+ and its projects. In addition, the consortium has participated in a series of events organised by either Battery 2030+ or its projects.

Overall, this first year of the project has been dedicated to growing visibility for the project (**awareness phase**), whereas the upcoming phases will focus on promoting the first activities and results of the different work packages, engaging with stakeholders and, finally, disseminating the results. Therefore, the activities planned in **D7.1** for the **engagement and validation phases** will be implemented and reported in the upcoming deliverables **D7.9** (M24) and **D7.10** (M48).