

# MAXIMA



## D8.1. Communication and Dissemination Plan



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## EXECUTIVE SUMMARY

Effective communication and dissemination are crucial for achieving project impact and engaging stakeholders. This summary provides an overview of the Communication and Dissemination Plan outlined in Deliverable 8.1. The plan emphasizes the importance of clear language, visual identity, and proper use of EU funding information. It sets objectives to reach target groups, deliver key messages, and monitor impact. The deliverable includes a range of activities and tools such as a project website, communication campaigns, newsletters, press releases, scientific publications, social media channels, videos, conferences, and events. These activities aim to engage stakeholders, raise awareness, and share project updates. The plan also highlights the creation of communication materials, including a project leaflet, infographics, posters, and rollups. These materials help to effectively convey information about the project and enhance visibility. Overall, the MAXIMA Communication and Dissemination Plan aims to engage stakeholders, promote project awareness, and maximize impact.

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# 1. Introduction

The Communication and dissemination plan delivered at month 6 (D8.1) covers the target groups, tools, planned activities, internal and external events, and networking opportunities to optimize the project communication and dissemination efforts.

The Communication & Dissemination Plan will serve as a living document, regularly updated to ensure alignment with the project's goals and objectives. By staying updated to the evolving needs of the project, Maxima will enhance the ability to effectively engage with stakeholders and maximize the impact of the project activities.

By delivering the Communication & Dissemination Plan, FEUGA aims to foster greater visibility, knowledge sharing, and collaboration throughout the project's duration. Through effective communication and dissemination strategies, FEUGA seeks to amplify the project's outcomes, facilitate stakeholder engagement, and ultimately contribute to the realization of its broader objectives.

Effective communication and dissemination are integral components of the MAXIMA project, aimed at reaching diverse audiences and promoting its activities, outcomes, and societal impact. Through various communication activities, the project seeks to showcase the implementation of EU funding and its contributions to addressing societal challenges. Additionally, the project aims to engage the public and foster open dialogue, leveraging their feedback to enhance project outcomes. Communication plays a crucial role in supporting the technical activities of the project, extending its reach and impact to a wider audience and enabling them to benefit from the project's results.

- ✘ **Communication:** To reach a wide range of audiences, including the general public and both traditional and social media, communication activities will be employed to promote the entire project and its ongoing activities and results. The objective is not only to showcase how EU funding is implemented and contributes to societal challenges but also to engage the public and foster open dialogue with specific audiences, leveraging their feedback. Communication plays a vital role in supporting the technical activities of a project, spanning from the beginning to completion of the project. Effective communication broadens the reach and impact of the project, allowing a wider audience to benefit from its results.

Dissemination activities within the MAXIMA project are designed to directly engage key stakeholders and potential users of the project's outcomes. The objective is to facilitate the adoption and prospective use of these results by ensuring that awareness is raised from the project's inception. Interactive engagement with stakeholders and potential users is prioritized throughout the dissemination activities to foster dialogue and gather valuable feedback. By establishing two-way communication channels, the project actively involves the target groups in the development of project outcomes. This interactive approach ensures that the benefits and findings of the project can be accessed, understood, and effectively utilized for future research, development, or implementation endeavors.

- ✘ **Dissemination:** Specific activities will be implemented to directly reach key stakeholders and potential users of the project's outcomes. The goal is to facilitate the adoption and prospective use of these results. It is crucial to raise awareness right from the project's inception to ensure that the benefits and findings reach all intended audiences. Interactive engagement with key stakeholders and potential users will be prioritized throughout the dissemination activities. By fostering two-way communication channels, the project aims to facilitate dialogue, gather feedback, and actively involve the target groups in the development of the project's outcomes. This interactive approach ensures that the benefits and findings can be effectively accessed, understood, and used for future research, development, or implementation endeavors.

## 1.1. Project

The MAXIMA project has received funding under Horizon Europe, specifically under the call HORIZON-CL5-2022-D5-01-09 - Nextgen EV components: High efficiency and low-cost electric motors for circularity and low use of rare resources (2ZERO). This funding call focuses on developing advanced electric vehicle components, with a particular emphasis on high efficiency, low cost, circularity, and reduced reliance on rare resources. The MAXIMA project aligns with these objectives, aiming to develop an innovative, low-cost, and highly efficient electric motor for next-generation electric vehicles while prioritizing circularity and minimizing the use of rare resources.

Through research, innovation, and collaboration, MAXIMA aims to achieve the following goals:

- » **Improve motor efficiency:** The project will explore innovative approaches and technologies to enhance the efficiency of electric motors used in EVs. Higher efficiency motors contribute to increased range, reduced energy consumption, and improved overall performance of electric vehicles.
- » **Reduce resource consumption:** MAXIMA will address the challenge of minimizing the use of rare resources in electric motor manufacturing. By developing alternative materials and production processes, the project seeks to enhance resource efficiency and contribute to a more sustainable and circular economy.
- » **Promote circularity:** The project will explore strategies to enable the reuse, remanufacturing, and recycling of electric motor components. Emphasizing circularity in the design and lifecycle of EV components helps reduce waste generation, conserve resources, and minimize environmental impact.

By aligning with the objectives of the Horizon Europe funding program, the MAXIMA project aims to make significant contributions to the advancement of electric mobility and the transition to a sustainable, low-carbon transportation system.

## 1.2. Management of dissemination and communication activities

Effective management of communication activities is vital to ensure the seamless collaboration and alignment of all partners towards achieving the goals and objectives outlined in the communication strategy. FEUGA, as the overseeing body for communication activities, will take the lead in preparing, organizing, and coordinating various communication tools and initiatives related to the project. However, the entire consortium will actively support these activities, with each partner playing a crucial role in implementing the communication strategy.

Each partner is considered an ambassador for communication, as these activities are integral and pervasive throughout the project's duration, integrated into all work packages. Therefore, it is expected that all partners contribute by providing regular updates on their activities for website and social media updates, as well as contributing to the local distribution of press releases and events organisation, among other tasks.

Their contribution is anticipated in the form of:

- » **Explanatory texts** - regarding the activities they are implementing and the achieved results.
- » **Pictures and videos** - especially related to the work conducted or events attendance.
- » **Interaction and engagement with the social networks of the project.**

This collaborative effort ensures comprehensive and effective communication across all project-related activities.

**1.2.1. D&C Proposal and approval process**

To coordinate the use of tools that will be used to fulfil the D&C objectives, the following steps have been established (see Consortium Agreement Article 16) to avoid misunderstandings among the partners:

- Prior notice of any planned publication must be given to the other beneficiaries at least 60 calendar days before the intender publication date.
- Any objection must be done in writing to the coordinator and beneficiaries within a 40 days period after having received the notice. If no objection is made, the publication will be permitted. If an objection arises, the involved beneficiaries shall discuss how to overcome it.
- A beneficiary shall not disseminate confidential information belonging to another beneficiary unless written approval is received from such beneficiary.

As per Section 8.3.2.1 of the Consortium Agreement, it is important to note that the dissemination of our own results during the project and within one year after its completion is subject to specific provisions outlined in Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination. These provisions govern various aspects such as publications, presentations, and other forms of dissemination. We must adhere to the prescribed procedure outlined therein to ensure compliance and effective dissemination of our project's outcomes. The following provisions apply during the project and for a period of one year after its completion.

Prior notice of any planned publication shall be given to the other Parties at least forty-five (45) calendar days before publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the coordinator and to the Party or Parties proposing the dissemination within thirty (30) calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted (Figure 1).

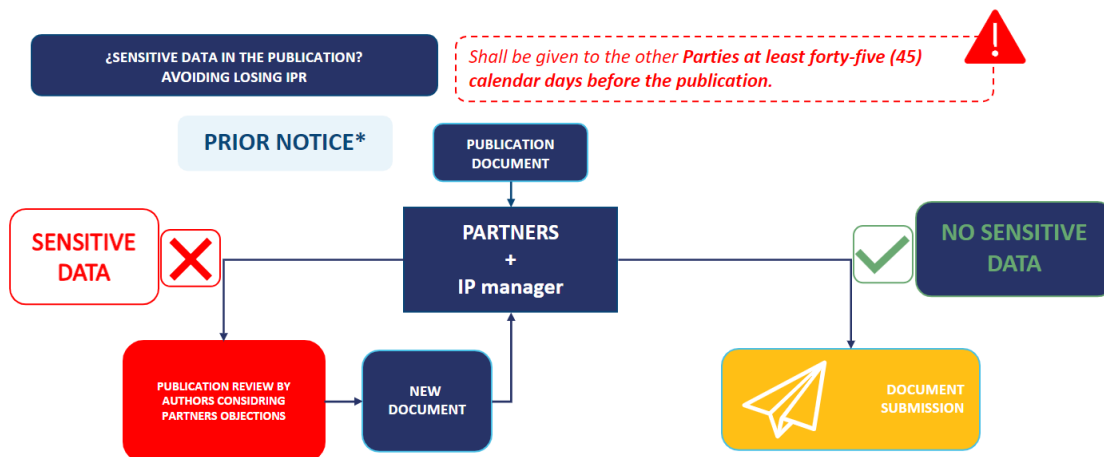


Figure 1. Image of the workflow to follow for prior notice of any planned publication in accordance with section 8.3.2.1 from CA.

**1.3. Language**

English will be the official language used for both internal and external communication within the project. However, to ensure broader outreach and reach a wider audience, press releases and other dissemination materials can be translated into the official languages of the consortium members.



This approach allows for effective communication while accommodating the linguistic diversity within the project consortium and facilitating the dissemination of project updates and achievements to a larger audience.

## 2. Visual identity

To establish a cohesive identity, it is crucial to have a project logo and a comprehensive "book of style" that serves as a reference for all partners when creating dissemination and communication materials, whether online or offline.

Maintaining consistency in project communication is paramount, and therefore, all partners are expected to use the designated visual elements, including logos and document templates. By adhering to these guidelines, a unified and professional image will be projected across all project-related materials.



Figure 2 MAXIMA logo & icon

The Maxima Book of Style provides detailed guidelines on the graphic standards for the project logo. It specifies the minimum dimensions of the logo, outlines prohibited applications, and defines the color specifications, including pantone, RGB, CMYK, and black & white variations.

Additionally, it provides instructions on how to appropriately use the logo based on different background formats. The project's Book of Style can be consulted as Annex I of this document, providing comprehensive guidance on logo usage, typography, corporate color system and applications.

## 2.1. Information on EU funding — Obligation and right to use the EU emblem

All communication and dissemination materials associated with the project are required to include the EU symbol and a prominent statement indicating that the project has received funding from the European Union.

Unless specifically requested or agreed otherwise by the agency, or in cases where it is technically impossible, all dissemination materials across various media platforms should clearly state that the project has received funding from the European Union's Horizon Europe programme. This has to be done by displaying the European Union flag, and providing an explicit acknowledgement of the funding received.

When the EU emblem is displayed alongside another logo, it should be given appropriate prominence.



Figure 3. Twitter account displaying the EU emblem

## 2.2. Disclaimer excluding Agency and Commission responsibility

Any communication activity associated with the action must include a disclaimer stating that it represents only the author's view and that the Agency, and the Commission are not liable for any use of the information it contains.

The disclaimer should be as follows: "This communication/publication reflects only the author's view. The European Commission and the Agency are not responsible for any use that may be made of the information it contains."

## 2.3. Publication Guidelines and Acknowledgements

To streamline the publication process, the following guidelines should be followed for all online and offline publications related to MAXIMA:

- ✘ **MAXIMA Logo:** The MAXIMA project logo must be included in all publications and materials.
- ✘ **EU Flag:** The European Union flag should be displayed alongside the MAXIMA logo.
- ✘ **Acknowledgement of EU Funding:** All publications should include the following statement: "This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101096097."
- ✘ **Acknowledgement of MAXIMA Project for Dissemination in Scientific Publications:** For scientific publications, the following statement should be included: "The results presented in this paper are part of the MAXIMA project. This project has received funding from the European Union."

Union's Horizon Europe research and innovation programme under grant agreement N° 101096097."

- ✘ **Acknowledgement of MAXIMA Project for Technical Journals and Publications:** In technical journals and publications, the following statement should be included: "The information reflects only the author's view, and the European Commission and the Agency are not responsible for any use that may be made of the information it contains."

By adhering to these guidelines, MAXIMA can ensure consistent branding, proper acknowledgement of EU funding, and effective communication of its project objectives and achievements in various publications.

### 3. Communication and dissemination objectives

In the pursuit of efficient and effective communication and dissemination strategies tailored to the specificities of the project, this work package encompasses three primary objectives:

- ✘ **Increase Awareness:** The foremost aim is to effectively communicate the project's purpose, outcomes, and significance, ensuring that they become widely recognized by relevant stakeholders. By maximizing the visibility and understanding of the project, the project strives to enhance the expected impacts it can achieve.
- ✘ **Active Dissemination:** The work to be conducted will aim to actively disseminate project-related information to diverse target groups, engaging key stakeholders and fostering a fruitful dialogue with relevant networks. Through proactive outreach efforts, MAXIMA will seek to create opportunities for knowledge exchange and collaboration, laying the foundation for successful exploitation activities.
- ✘ **Stakeholder Engagement:** Engaging the relevant stakeholders in the dissemination and exploitation activities is a key priority. By involving and consulting with these key actors, the consortium can ensure that their perspectives and expertise are integrated into the project's development and implementation, ultimately enhancing its outcomes and applicability.

Thus, the communication and dissemination plan of the MAXIMA project aims at effectively promoting and disseminating the project's objectives, progress, and outcomes to various stakeholders. By implementing a comprehensive communication strategy, the project aims to raise awareness and understanding of the benefits and innovations brought by the development of low-cost, compact, and environmentally friendly axial flux motors for the automobile industry. Specific goals are:

- Generating a community of interest around MAXIMA's goals.
- Spreading the project achievements facilitated by the funding of the EU.
- Raise public awareness and ensure maximum visibility of the project key facts, objectives, activities, and findings.
- Increasing project awareness and acknowledgement at local/national/European and international level.
- Promoting the impact and sustainability of R&D results.
- Facilitating new research and development projects in Europe with our technology and scientific advances.
- Announce and promote MAXIMA events, contributing to upgrade its attendance and engagement potential.

### 3.1. Target groups

To ensure precise and effective communication, it is crucial to develop a detailed description of the target audience. By understanding the characteristics, preferences, and needs of these target groups, communication efforts can be customized to effectively reach and engage the intended audience. This approach ensures that the communication is precise, relevant, and impactful.

The primary objectives of disseminating project results are to increase sector interest and facilitate the use of these findings in the research and development strategy plans of relevant stakeholders within the Maxima target groups. This involves actively engaging in discussions, co-designing research agendas, and co-creating innovative solutions in a responsible manner.

The MAXIMA target audiences have been grouped into the following categories, allowing for more focused and tailored messaging.

Table 1. MAXIMA target groups

Target groups	Purpose
<p><b>Industry stakeholders.</b> The Maxima target groups encompass a range of industry stakeholders and professional associations, including those associated with the automotive, naval, maintenance, repair and operations, and appliance sectors. These groups consist of individuals and organizations involved in these industries, such as manufacturers, suppliers, service providers, professionals, and trade associations. In this category, particular importance will be given to European and global Automotive manufacturers.</p>	<p>By establishing contact with industry stakeholders, there is an opportunity to foster synergies and enhance collaboration. This collaborative approach allows for the exchange of knowledge, expertise, and resources, creating a conducive environment for further advancements and breakthroughs in the respective sectors. Ultimately, the goal is to leverage these interactions and collaborations to drive progress, innovation, and mutual growth within the industry.</p>

Target groups	Purpose
<p><b>Academia and research community.</b> The Maxima target groups also include the academia and research community, comprising educational institutions and research centers. These stakeholders play a crucial role in advancing knowledge, conducting research, and shaping the future of various fields.</p>	<p>Disseminating project results to this audience aims to foster interest and engagement within the academic and research communities. The dissemination of project results through Open Science practices is a key approach to ensure transparency, accessibility, and wider use of the Maxima project findings. By embracing Open Science principles, the project aims to make its results openly available to the academic and research community, as well as other stakeholders.</p> <p>The academia can use these public project results to inform and enhance their own research and development (R&amp;D) strategy plans. This involves leveraging the findings as a foundation for future research endeavors, innovation, and the advancement of their respective fields.</p> <p>By sharing the Maxima project's findings, it enables academia and research institutions to incorporate these results into their work, furthering their own research and educational objectives. Moreover, involving them in discussions, co-designing research agendas, and facilitating responsible research practices can lead to collaborative opportunities, knowledge exchange, and the development of innovative solutions.</p> <p>Establishing contact with academia and research communities enhances synergies, promotes interdisciplinary collaboration, and strengthens the overall impact of the project. By engaging these stakeholders, the project can contribute to advancements in research, knowledge dissemination, and the training of future professionals in the relevant fields.</p>

Target groups	Purpose
<p><b>Public bodies &amp; agencies.</b> The dissemination of project results to public bodies, related agencies, and associations is crucial to ensure that the findings reach key decision-makers, policymakers, and industry associations. A list of entities and associations linked to this target group can be found below.</p>	<p>By sharing the Maxima project results with these stakeholders, the project aims to inform and influence future research and policy agendas.</p> <p>The utilization of these project results by public bodies and related agencies can provide valuable insights and evidence for shaping future research initiatives and policy directions. By building on the uptake of these findings, stakeholders can make informed decisions and develop strategies that align with the project's objectives and outcomes.</p> <p>Engaging in discussions, co-designing research agendas, and co-creating solutions with public bodies, related agencies, and associations is essential. This collaborative approach allows for a comprehensive understanding of their specific needs, challenges, and priorities.</p> <p>By establishing partnerships and fostering dialogue, the project can leverage the expertise and resources of these stakeholders, resulting in the development of more impactful research and policies that contribute to positive societal and industrial transformation.</p>

Target groups	Purpose
<p><b>EU-funded projects and associated networks, as well as funding organizations.</b> To enhance the dissemination of the Maxima project at the EU and international level, a targeted approach is taken towards EU projects, related networks, and funding organizations. These stakeholders play a crucial role in promoting collaboration, knowledge exchange, and funding opportunities.</p>	<p>By actively engaging with EU projects and related networks, the project aims to reach a broader audience and maximize its impact. Sharing the project results, insights, and best practices with these stakeholders can foster knowledge dissemination and facilitate learning across different projects and initiatives.</p> <p>Strengthening networks and enhancing synergies is a key aspect of the project's approach. By collaborating with EU projects and related networks, new collaborations can be formed, allowing for the exchange of ideas, expertise, and resources. This collaboration can lead to joint initiatives, shared research endeavors, and increased opportunities for innovation and impact.</p> <p>Utilizing and building upon the uptake of the Maxima project and other related projects can inform and shape the future design of funding programs. By incorporating the lessons learned, best practices, and outcomes of these projects, funding organizations can develop more effective and targeted funding programs that address the needs and priorities of the stakeholders.</p> <p>Overall, the engagement with EU projects, related networks, and funding organizations strengthens the project's dissemination efforts, expands its reach, and paves the way for future collaborations and funding opportunities that drive sustainable and innovative solutions.</p>

Target groups	Purpose
<p><b>General public</b> (citizens, consumers, civil society organizations, etc.). The general public, including citizens, consumers, and civil society organizations, is a crucial target audience for the Maxima project. Creating awareness and generating interest among these stakeholders is essential to highlight the project's innovations and the benefits they bring to society.</p>	<p>By effectively communicating the project's findings, the Maxima project aims to showcase how its innovations contribute to various aspects of society, such as job creation, environmental sustainability, and reducing ecological footprints. Emphasizing these benefits can engage the general public and foster support for the project's objectives and outcomes.</p> <p>Raising awareness among the general public involves various communication channels and strategies. These may include social media campaigns, public events, educational programs, and targeted outreach to civil society organizations. The goal is to ensure that the general public understands the value and positive impact of the project's innovations on their daily lives and the wider community.</p> <p>By engaging citizens, and civil society organizations, the Maxima project encourages active participation and feedback. This inclusive approach allows for a dialogue that considers the concerns, ideas, and aspirations of these stakeholders. It also enables the project to refine its innovations based on the needs and expectations of the society it aims to serve.</p> <p>Ultimately, by creating awareness and fostering interest among the general public, the Maxima project can garner support, inspire behavioral changes, and catalyze a collective effort towards a more sustainable and environmentally conscious future.</p>

Engagement with the target groups goes beyond mere dissemination. It includes active involvement in discussions, co-designing research agendas, and co-creating solutions. By facilitating a participatory approach, the project seeks to foster responsible research practices and ensure that the research agendas address the needs and challenges of the stakeholders.

Among the associations MAXIMA envisions engaging with are the following:

- **European Automobile Manufacturers' Association (ACEA):** ACEA represents the interests of European automobile manufacturers. Collaborating with ACEA can provide Maxima with valuable insights into industry trends, challenges, and opportunities, as well as access to a network of automotive stakeholders.
- **European Association of Automotive Suppliers (CLEPA):** CLEPA is the voice of European automotive suppliers, representing over 3,000 companies. Partnering with CLEPA can enable Maxima to engage with automotive suppliers, explore potential collaborations, and gain a deeper understanding of the supplier ecosystem.



- **European Automotive Research Partners Association (EARPA):** EARPA is an association of automotive research organizations. It promotes collaboration and knowledge sharing among its members to advance automotive research and innovation. Maxima can benefit from collaborating with EARPA members to access cutting-edge research, share expertise, and foster innovation in the automotive sector.
- **European Green Vehicles Initiative (EGVI):** EGVI is a public-private partnership focusing on research, innovation, and demonstration projects in the field of green vehicles. Collaborating with EGVI can help Maxima align its goals with the European Union's sustainable mobility agenda, access funding opportunities, and engage with stakeholders involved in developing greener automotive solutions.
- **European Road Transport Research Advisory Council (ERTRAC):** ERTRAC is a public-private partnership that brings together stakeholders from the automotive, road infrastructure, and research sectors. Partnering with ERTRAC can provide Maxima with insights into the future trends and challenges of road transport, as well as access to collaborative research initiatives in the automotive domain.
- **European Technology Platform for Advanced Engineering Materials and Technologies (EuMaT):** EuMaT is a platform that focuses on advanced materials and engineering technologies. It aims to enhance the competitiveness of European manufacturing industries by supporting research and innovation in materials science, processing technologies, and sustainable manufacturing. Engaging with EuMaT can provide access to expertise and networks in the field of advanced engineering materials.
- **European Association of Mining Industries, Metal Ores & Industrial Minerals (Euromines):** Euromines is an industry association representing the European mining sector. It advocates for the interests of mining companies and promotes sustainable mining practices. Collaborating with Euromines can facilitate knowledge exchange, establish industry partnerships, and enhance the dissemination of Maxima's innovations in the mining and mineral processing domain.
- **European Technology Platform on Sustainable Mineral Resources (ETP SMR):** ETP SMR is a platform that brings together stakeholders from academia, industry, and public authorities to discuss and develop strategies for sustainable mineral resources management. Participating in ETP SMR can provide Maxima with insights into sustainable mining practices, access to research networks, and opportunities for collaboration on sustainable mineral resource projects.
- **International Mining and Minerals Association (IMMA):** IMMA is a global organization that promotes best practices in mining and mineral processing. It provides a platform for knowledge sharing, professional development, and collaboration among industry experts. Engaging with IMMA can offer Maxima opportunities to connect with international mining professionals, learn about cutting-edge technologies, and showcase the project's contributions to sustainable mining.
- **European Raw Materials Alliance (ERMA):** ERMA is an EU-led initiative that aims to secure a sustainable and resilient supply of raw materials for the European industry. It focuses on enhancing cooperation along the entire raw materials value chain, including mining and processing. Collaborating with ERMA can help Maxima align its goals with EU strategies for raw materials, access funding opportunities, and establish partnerships with stakeholders involved in raw materials supply.
- **European Environment Agency (EEA):** The EEA is an EU agency that provides environmental information, assessments, and reports to support policy-making and sustainable development. Collaborating with the EEA can help Maxima access valuable data and insights on environmental challenges, as well as contribute to the agency's knowledge base through project outcomes and research findings.
- **International Association for Impact Assessment (IAIA):** IAIA is a global network of professionals involved in impact assessment and environmental management. It promotes best practices in

assessing and managing the environmental, social, and economic impacts of projects and policies. Maxima can engage with IAIA to share its project's environmental engineering expertise, contribute to impact assessment discussions, and explore opportunities for knowledge exchange.

- **Institute of Electrical and Electronics Engineers (IEEE):** IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. It offers resources, publications, conferences, and technical standards in various areas of electrical engineering, including power systems, electronics, communication, and more.
- **European Power Electronics and Drives Association (EPE):** EPE is an association that promotes the exchange of knowledge and collaboration in the field of power electronics and drives. It organizes conferences, workshops, and networking events to facilitate the sharing of research findings, technological advancements, and best practices among professionals and researchers in the field.
- **European Association for Electrical and Electronic Engineering (EUROELECTRIC):** EUROELECTRIC represents the interests of the electricity industry at the European level. It brings together power utilities, manufacturers, and other stakeholders to address key issues and promote sustainable development in the electricity sector. EUROELECTRIC's activities cover a wide range of areas, including energy policy, grid infrastructure, smart grids, and electric mobility.
- **International Electrotechnical Commission (IEC):** IEC is an international standards organization that develops and publishes consensus-based standards for electrical, electronic, and related technologies. Its standards ensure interoperability, safety, and environmental compatibility of electrical equipment and systems. Compliance with IEC standards is crucial for ensuring the reliability and performance of electrical engineering projects.
- **European Factories of the Future Research Association (EFFRA):** EFFRA is a non-for-profit, industry-driven association promoting the development of new and innovative production technologies. EFFRA has been representing the private side of the manufacturing partnership with the EU Commission. Named under Horizon 2020, Factories of the Future to become Made in Europe nowadays under Horizon Europe.

### 3.2. Key messages

The key messages for the MAXIMA project have been defined to align with its target audience and dissemination goals. Two distinct paths have been identified: one for dissemination actions, which will employ a more scientific and technical language, and another for communication actions, which will use a non-specialized and easy-to-understand language.

The following key messages have been identified to highlight the overarching goals of the MAXIMA project, emphasizing its role in driving innovation, sustainability, and collaboration within the automotive industry:

- The project focuses on developing a complete methodology to design and manufacture low-cost, compact, and environmentally friendly electrical machines (EM) for the core automotive market.
- MAXIMA project will accelerate the development and adoption of next-generation mobility solutions across Europe.
- The EU-funded research project MAXIMA aims to make axial flux motors (AFSM) cheaper for the broad automotive market.
- MAXIMA aims to optimize the performance and cost of AFSMs by improving design and manufacturing processes while minimizing environmental impact.
- The project consortium consists of research teams and companies representing the entire value chain, including raw material suppliers, car manufacturers, and a recycling company.

- » By fostering collaboration and knowledge exchange, MAXIMA is driving Europe's competitiveness in the global EV market.
- » By optimizing the design and manufacturing/recycling processes, MAXIMA seeks to broaden the market reach of AFSM and support the massive electrification of automotive vehicles.
- » The project acknowledges the need to overcome technological and scientific challenges in electromagnetic, mechanical, and thermal fields to provide a solution close to market readiness.

These key messages encapsulate the core goals and achievements of the MAXIMA project, showcasing its impact on the European EV industry, sustainable mobility, technological advancement, and economic growth. Significant emphasis will be placed on addressing recycling and environmental goals of the project which will be communicated through the following key messages:

- » The MAXIMA Project prioritizes end-of-life considerations for electrical machines, including the recycling of rare earth metals found in permanent magnets.
- » Through comprehensive Life Cycle Assessments, the project will analyse the environmental impact of each solution throughout its entire life cycle.
- » MAXIMA aims to provide actionable recommendations to mitigate environmental impacts, with a particular focus on reducing climate change and mineral resource scarcity-related effects.

In addition, the project will provide technical messages specifically centred around the AFSM, which serves as the core focus of MAXIMA. These technical messages will delve into the intricacies of AFSM design, manufacturing processes, and performance optimization.

- » AFSMs offer strong untapped potential but currently have limited market coverage due to high manufacturing costs.
- » The axial flux topology offers higher power density compared to radial flux motors, making them suitable for applications like electric cars.
- » The project aims to reduce costs through a modular design that allows adaptability to different performance requirements by stacking identical rotors and stators.
- » Digital twins will be used to optimize control and test the AFSMs' capabilities.
- » The project will deliver high TRL5 prototypes and a validated methodology to accelerate EM design, reducing time to market.
- » MAXIMA aims to achieve higher power/torque density, cost reduction, and high recyclability, especially for critical raw materials.

Table 2. MAXIMA key messages

Keyword	Key Message
<b>Environmental Sustainability</b>	By developing more efficient and sustainable electric machines, MAXIMA contributes to reducing carbon emissions and promoting cleaner transportation.
<b>Reduced Environmental Footprint</b>	MAXIMA aims to develop electric machines and systems that are more energy-efficient, reducing carbon emissions and decreasing the overall environmental footprint of the automotive industry.
<b>Climate Change</b>	Through the development of energy-efficient electric machines and optimization of control strategies, MAXIMA contributes to mitigating climate change by reducing greenhouse gas emissions associated with the transportation sector.
<b>Circular Economy</b>	MAXIMA incorporates principles of the circular economy by exploring ways to reduce the use of rare earth materials and implementing recycling processes for the manufacturing and end-of-life stages of electric machines. This approach helps minimize waste and promotes resource efficiency.
<b>Sustainable Mobility</b>	By improving the affordability and performance of axial flux electric machines, MAXIMA supports the widespread adoption of electric vehicles. This transition to sustainable mobility helps reduce reliance on fossil fuels, leading to cleaner air and a healthier environment.
<b>Contribution to Sustainable Development Goals</b>	MAXIMA's efforts align with the United Nations' Sustainable Development Goals, particularly Goal 3 (Good Health and Well-being) and Goal 11 (Sustainable Cities and Communities). By promoting cleaner transportation and reducing environmental impacts, MAXIMA positively contributes to achieving these global goals, ultimately benefiting the well-being of individuals and communities.
<b>Affordability</b>	MAXIMA's focus on reducing the manufacturing costs of axial flux motors makes electric vehicles more affordable and accessible to a broader range of individuals. Increased accessibility to electric vehicles contributes to a sustainable and greener transportation system, benefiting both individuals and communities.
<b>Performance Enhancement</b>	Through the development of modular axial flux electric machines, MAXIMA aims to improve the power density and efficiency of electric vehicle motors. This enhancement can lead to improved performance and range for electric vehicles.
<b>Enhanced Safety</b>	Enhanced Safety The advancements in electric motor design and control strategies achieved through MAXIMA can lead to safer electric vehicles.
<b>Manufacturing Efficiency</b>	The project's focus on modular design and streamlined manufacturing processes can lead to improved efficiency in the production of electric vehicle motors. This efficiency can help increase the scale of production and reduce manufacturing costs.
<b>Increased Performance Efficiency</b>	Through advanced design, simulation, and optimization techniques, MAXIMA aims to improve the performance efficiency of axial flux motors. This includes enhancing power density, reducing losses, and optimizing control strategies, leading to improved overall system efficiency.

<p><b>Strengthening European Industry</b></p>	<p>MAXIMA contributes to the strength and competitiveness of the European industry by advancing research and innovation in the field of axial flux motors. The project's outcomes and developments have the potential to enhance the capabilities and offerings of European industries in the electric vehicle sector.</p>
<p><b>Job Creation and Economic Growth</b></p>	<p>The advancements and developments driven by MAXIMA have the potential to create new job opportunities within the European industry. The growth and expansion of the electric vehicle sector, driven by affordable and efficient axial flux motors, can contribute to economic growth and stability.</p>
<p><b>Collaboration and Knowledge Exchange</b></p>	<p>MAXIMA facilitates collaboration among research teams, companies, and institutes from different European countries. This collaboration promotes knowledge exchange, fosters synergies, and strengthens the network of industry experts, enhancing the collective expertise and capabilities of the European industry.</p>

## 4. Communication & dissemination activities and tools

MAXIMA will employ a diverse range of communication channels and tools, encompassing online platforms, offline materials, and face-to-face engagements, to ensure optimal and productive interaction with various stakeholders.

The primary focus will be on online communication. Online communication offers the advantage of personalization, allowing us to tailor our messages to different target audiences, and it provides measurable results. However, while online communication is our primary focus, we recognize the importance of offline communication materials as well. Printed materials, such as brochures, flyers, and posters, will serve as valuable resources to reinforce our communication strategy during events, conferences, and fairs. These offline materials provide tangible touchpoints for our target audiences and can leave a lasting impression.

Offline communication materials will complement our overall strategy. Printed materials, for example, will serve to reinforce our messaging when attending events and fairs. This combination of online and offline channels and tools will enable MAXIMA to develop a more targeted and efficient brand strategy.

By using a combination of online and offline communication channels and tools, MAXIMA aims to develop a comprehensive and effective communication strategy. This multi-channel approach enables FEUGA to create a cohesive brand strategy that reaches the different audiences in a targeted and efficient manner.

The following section provides a detailed overview of the various channels and tools that will be used in the project.

### 4.1. Website

The website will serve as the primary information source for external parties, delivering updates on project activities and accomplishments. Its purpose is to inform the different target audiences about project advancements and showcase the achievements of MAXIMA to the general public.

The project website was successfully established in month 4, meeting the milestone set for the project, and will be managed, maintained, and hosted throughout the project's duration and for an additional 2

years after its completion. FEUGA took responsibility for developing the website's content and design, ensuring its validation with the project partners. To explore the website, please visit:

- <https://maxima-he.eu>

The main menu of the website consists of six tabs, providing easy navigation and access to various sections of information, featuring the following contents:

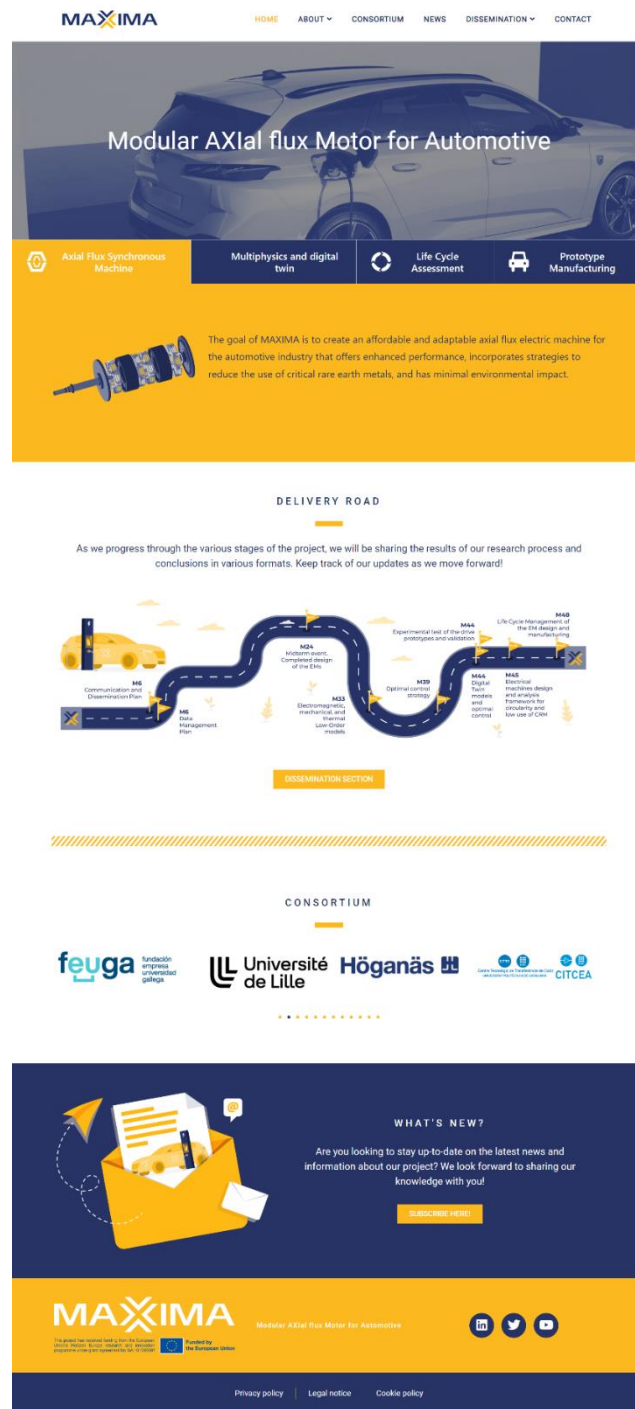


Figure 4. Main page of MAXIMA website

- **About.** The "About" section of the project website is subdivided into four pages, that collectively offer a comprehensive understanding of the project, its objectives, the planned activities, and the potential impact it seeks to create. These four subsections provide essential information about the project:
  - **Project:** It provides an overview of the project, including its name, duration, and main objectives. It outlines the purpose and scope of the project, highlighting its significance in addressing specific challenges or opportunities within the targeted domain.
  - **Objectives:** In this subsection, the project's specific objectives are outlined. It details the key goals and outcomes that the project aims to achieve.
  - **Work Package:** The Work Package section provides a breakdown of the project's activities and tasks. It presents the different phases or stages of the project, along with the specific work packages assigned to each phase.
  - **Impact:** The Impact subsection emphasizes the potential impact and benefits of the project. It discusses the expected outcomes and the positive changes that the project aims to bring about. It covers aspects such as technological advancements, economic benefits, environmental sustainability, social implications, and industry growth.
- **Consortium.** This section of the project website provides information about the consortium involved in the project and their roles within the project. The Consortium section serves to highlight the collective strength, expertise, and collaborative efforts of the organizations involved in the project, showcasing their commitment to achieving the project's objectives. It includes a link to the website of each of the entities involved, to easily allow stakeholders and interested parties to reach out to a specific partner.
- **News.** This section will host updates on the project progress, achievements, and upcoming events, all conveniently presented through informative news articles and announcements. The news section is designed to keep visitors informed and engaged, providing valuable insights into the advancements taking place within the project.
- **Dissemination.** The dissemination section of the MAXIMA project website provides a comprehensive range of resources and information to promote the widespread dissemination of the conducted work. It contains the following subsections:
  - **Materials:** This subsection will offer access to various materials related to the MAXIMA project, including brochures, infographics, videos, and presentations.
  - **Deliverables:** This section will serve as repository, to freely download the public deliverables produced by the MAXIMA project.
  - **Scientific Publications:** A collection of scientific publications resulting from the MAXIMA project will be collected in this web tab. These publications encompass research articles, conference papers, and technical reports authored by the consortium members.
  - **Newsletter.** The subscription form can be found here, together with the numbers of the newsletter already sent.
- **Contact.** Our contact section provides various ways to get in touch with the MAXIMA project team. A Contact Form to send a message directly, information about the project coordinator and communication manager and the social media channels links.

All project partners will contribute relevant project information to the website. Any communication efforts and social media activities by project partners will always direct users to the Maxima website. To increase website traffic, reciprocal links will be established between the partners' websites and other relevant sites.

## 4.2. Communication and dissemination campaigns

When promoting the MAXIMA project, the efforts will be aligned with relevant international days or events that highlight the significance of electric vehicles, renewable energy, and environmental sustainability. Some examples of international days to link to the project:

- ✂ **World Engineering Day for Sustainable Development** (March 4th): This day highlights the importance of engineering in achieving sustainable development goals. A perfect opportunity to communicate about how the MAXIMA project combines engineering expertise from various fields to develop low-cost, highly compact, and environmentally friendly electrical machines for the automotive industry, contributing to sustainable development.
- ✂ **World Recycling Day** (March 18th): This day promotes the importance of recycling and waste management. The emphasis will be put on how the MAXIMA project aims to develop electrical machines with high recyclability, addressing the challenge of critical raw materials and contributing to a more sustainable and circular economy.
- ✂ **Earth Day** (April 22nd): Earth Day is a global event that highlights the importance of environmental protection and sustainability. A perfect opportunity to emphasize the positive environmental impact of electric vehicles and how the MAXIMA project's advancements in electrical machines contribute to a greener automotive industry.
- ✂ **World Environment Day** (June 5th): This day is dedicated to raising awareness about environmental issues and promoting sustainable practices. Communication efforts will be placed to highlight the environmental benefits of electric vehicles and how the MAXIMA project aims to minimize the environmental impact through the optimization of design, manufacturing, and recycling processes.
- ✂ **World Automobile Day** (June 29th): This day celebrates the impact of automobiles on societies and their significance in transportation. Is the perfect opportunity to highlight how the MAXIMA project's focus on developing efficient axial flux synchronous machines for electric vehicles contributes to the advancement of the automobile industry and its transition to cleaner and greener transportation solutions.
- ✂ **International Day of Clean Air for Blue Skies** (September 7th): This day aims to raise awareness about air pollution and promote clean air initiatives. How the MAXIMA project's focus on electric vehicles and the development of efficient electrical machines contributes to reducing air pollution and improving air quality will be explained.
- ✂ **World Electric Vehicle Day** (September 9th): This day celebrates the advancements, benefits, and potential of electric vehicles. This day will be used to showcase how the MAXIMA project contributes to the development of electrical machines for electric vehicles, emphasizing their role in promoting clean and sustainable transportation.
- ✂ **International Day for the Preservation of the Ozone Layer** (September 16th): This day highlights the importance of protecting the ozone layer and phasing out ozone-depleting substances. The MAXIMA project's efforts in optimizing design and manufacturing processes align with the goal of minimizing environmental impact, including reducing emissions that contribute to ozone depletion will be explained.
- ✂ **World Cities Day** (October 31st): This day highlights the importance of sustainable urban development. On this date how the MAXIMA project's focus on compact and efficient electrical machines for electric vehicles aligns with the goal of creating sustainable cities with reduced emissions and improved air quality will be showcased.

By linking the MAXIMA project to these international days, effective communication regarding its objectives can be achieved. This will help emphasize its alignment with global sustainability goals and raise awareness about the project's contributions to the future of electric vehicles and environmental protection.



The list of international days provided above is not exhaustive, it serves as a starting point. FEUGA will continue exploring and identifying other suitable occasions to effectively communicate the MAXIMA project's objectives and its contributions to the industry and society. The MAXIMA project can explore and leverage other suitable occasions to communicate its objectives and highlight its alignment with sustainability goals. By continuously seeking and using such occasions, the project can effectively engage with diverse audiences and amplify its messages.

### 4.3. Newsletter

To enhance the project's impact, a newsletter will be developed to deliver key updates and information about the project. This newsletter will be issued every yearly, starting from December 2023, and will serve as a platform to showcase the latest project results, success stories, partner news, upcoming events, and participation of project consortium members in external events. FEUGA will be the partner responsible of designing the newsletter and prepare the contents.

FEUGA will take on the responsibility of designing the newsletter for the MAXIMA project and preparing its contents. As the designated partner, FEUGA will collaborate with other project partners to gather relevant information and ensure that the newsletter effectively communicates project updates, achievements, and other noteworthy developments. The collaborative effort among partners will ensure that the newsletter is comprehensive and engaging, providing valuable insights into the project's progress.

A subscription form has already been developed on the MAXIMA website, allowing visitors to sign up for the newsletter. To manage the newsletter subscriptions and distribution, the project has chosen to utilize the Mailchimp platform. The subscription form is strategically placed on multiple pages of the MAXIMA website, ensuring visibility and accessibility for interested individuals. By filling out the subscription form, website visitors can easily provide their contact information and express their interest in receiving the project's newsletter. This integration of Mailchimp and the widespread presence of the subscription form will enable seamless collection of subscribers and efficient delivery of the newsletter updates to the interested audience.

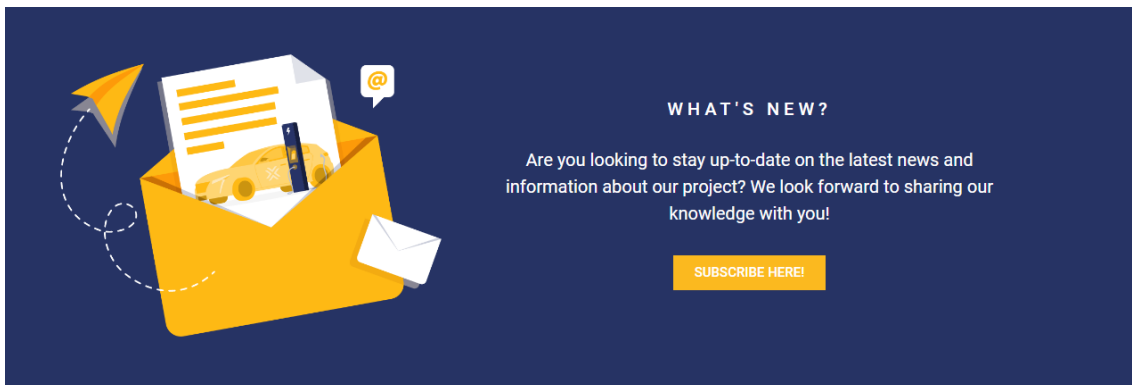


Figure 5. Example of newsletter announcement on the project website

### 4.4. Press releases

MAXIMA will leverage the power of press releases to effectively communicate significant news and updates. Press releases will serve as a means to highlight the project's objectives, expected outcomes, and final results. They will be drafted to capture the interest of local and European specialized media, ensuring maximum visibility and engagement.

In addition to the central distribution of press releases, partners will play a crucial role in expanding the reach of these communications within their respective countries. Close collaboration between the project partner's institution will enable the creation of multilingual press releases and facilitate communication through various media channels.

To kickstart the dissemination process, an initial press release has already been prepared and distributed in both English, French, and Spanish. It has been published through various media outlets, generating awareness, and attracting attention to the MAXIMA project.

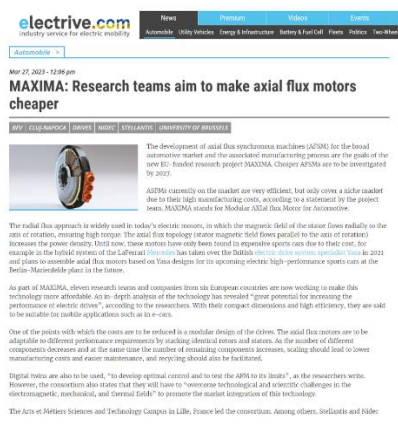


Figure 6. Example of media publications

#### 4.4.1. Specialised media

MAXIMA project will enhance its visibility and reach by targeting various professional publications in the field. Some of the media outlets that MAXIMA will focus on for publishing and sharing project updates, advancements, and research findings include:

- » Charged EVs | Electric Vehicles Magazine
- » Electrive

- » Transport & Environment
- » Automotive News Europe
- » Electrek
- » Automotive World
- » Clean Technica
- » InsideEVs
- » Green Car Reports
- » GreenBiz
- » Greentech Media
- » The Manufacturer
- » European Scientist

These platforms cover a wide range of topics related to electric vehicles, renewable energy, sustainability, automotive industry, and emerging technologies. By leveraging these media outlets, MAXIMA can expand its reach and engage with a diverse audience interested in the project's objectives, developments, and research outcomes.

By disseminating project-related content through these reputable publications, MAXIMA aims to engage a wide range of industry professionals, researchers, and enthusiasts interested in electric vehicles, and automotive technologies. This strategic approach will help maximize the project's impact and facilitate knowledge exchange within the relevant communities.

#### 4.4.2. European Commission channels

The consortium will leverage the tools offered by the European Commission to disseminate information about the progress of the MAXIMA project and the benefits it will generate in Europe. These tools include platforms such as CORDIS, Horizon Magazine, Project stories, Research EU magazine, and other relevant communication channels.

As soon as the social media channels and the MAXIMA project website became active, they were promptly added to the CORDIS profile of the project. This ensures that the project's online presence and communication channels are updated and easily accessible to stakeholders and interested parties visiting the CORDIS platform.

By using these platforms, the consortium can effectively share updates, success stories, and research findings related to the MAXIMA project, ensuring that the project's achievements and impact are widely communicated to the European audience.

## 4.5. Scientific Publications

The MAXIMA project recognizes the importance of sharing its results and advancements through rigorous scientific publications aimed at peer-reviewed professional journals. This approach ensures that the project's findings are subjected to critical evaluation by experts in the field, enhancing the credibility and impact of the research.

Partners within the consortium will actively collaborate to prepare and submit scientific papers based on the project's outcomes. These publications will delve into the technical details, methodologies, and innovative aspects of the research conducted within MAXIMA. By targeting reputable peer-reviewed journals, the project aims to contribute to the scientific community's knowledge and understanding of axial flux motors and related technologies.

Horizon Europe follows a strong commitment to open access to scientific publications and data. It promotes the principle that research outputs should be openly accessible to everyone. It's important to

note that only fully open access publications will be considered eligible costs for consortium members in this program. To ensure the selection of open-access journals for MAXIMA's publications, it is recommended to make use of the [Directory of Open Access Journals \(DOAJ\)](#). DOAJ serves as a unique and extensive index, encompassing a diverse range of open access journals from all corners of the world. As a vital component of the global open access infrastructure, DOAJ operates as a trusted platform, setting the gold standard for open access publishing worldwide. This portal provides a reliable and well-regarded resource for Maxima's pursuit of open dissemination.

The Zenodo profile of the MAXIMA project will serve as a repository for all project-related publications. This platform provides a centralized and accessible location for storing and sharing scientific papers, reports, and other dissemination outputs. By uploading publications to the Zenodo profile, the project aims to make its research easily discoverable and freely available to the research community and the public.

In addition to the Zenodo profile, the MAXIMA project website will feature a dedicated section specifically focused on project publications. This section will serve as a comprehensive resource where visitors can access and download the latest publications resulting from the project. By including this section on the project website, the MAXIMA consortium aims to provide a user-friendly platform for stakeholders to access and engage with the project's research outputs.

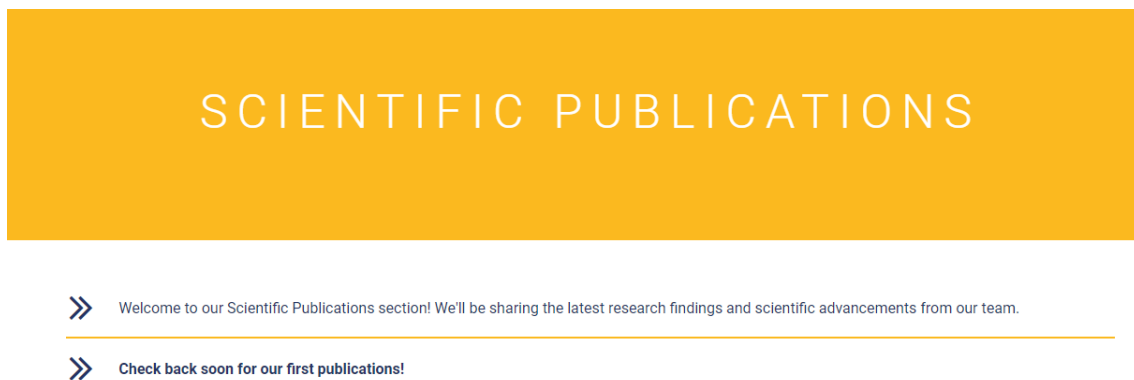


Figure 7. Website scientific publications page

## 4.6. Social media channels

After evaluating various social media platforms, MAXIMA has identified the following platforms as the most suitable:

- Twitter
- LinkedIn

The creation of MAXIMA profiles on these platforms aims to disseminate news and generate awareness about the project, with a specific focus on the general public, academics, and specialized media. The primary purpose of the MAXIMA social media channels will be to share research outputs. This includes reports, deliverables, articles, blogs, surveys, events, and other outreach activities.

To ensure regular updates on the social media channels, an internal dissemination planning table has been established. This collaborative document will include all communication and dissemination opportunities. As the initial results are not expected in the early stages, the communication strategy will focus on providing a comprehensive explanation of the project and its societal benefits. Additionally, since the

subject matter is highly complex and technical, key terms and characteristics will be explained using clear, simple, and accessible language.

A tag for the funding agency, CINEA (European Climate, Infrastructure and Environment Executive Agency) will be added when sharing projects updates, events, milestones, and articles both on Twitter and LinkedIn.

#### 4.6.1. Twitter

A dedicated Twitter account has been created for the project and can be found here: [https://twitter.com/MAXIMA\\_HEU](https://twitter.com/MAXIMA_HEU) or by searching the user @MAXIMA\_HEU.



Figure 8. MAXIMA's Twitter profile

This official account serves as a platform to disseminate project updates, achievements, and key insights to a wider audience. By following @MAXIMA\_HEU, individuals and organizations can stay informed about the latest developments in the project.

#### 4.6.2. LinkedIn

The MAXIMA project's LinkedIn profile can be accessed at the following link: <https://www.linkedin.com/company/maxima-horizon-europe>, displaying information about MAXIMA, its objectives, updates on project activities, and relevant news related to the project.

The MAXIMA LinkedIn account will serve as a valuable platform for sharing updates, insights, and industry developments related to the project's ambitious goals. As MAXIMA embarks on the mission to develop and validate a groundbreaking methodology for designing electrical machines and their production systems specifically tailored for the automotive core market, this platform will enable us to engage with a wide network of professionals, experts, and enthusiasts.

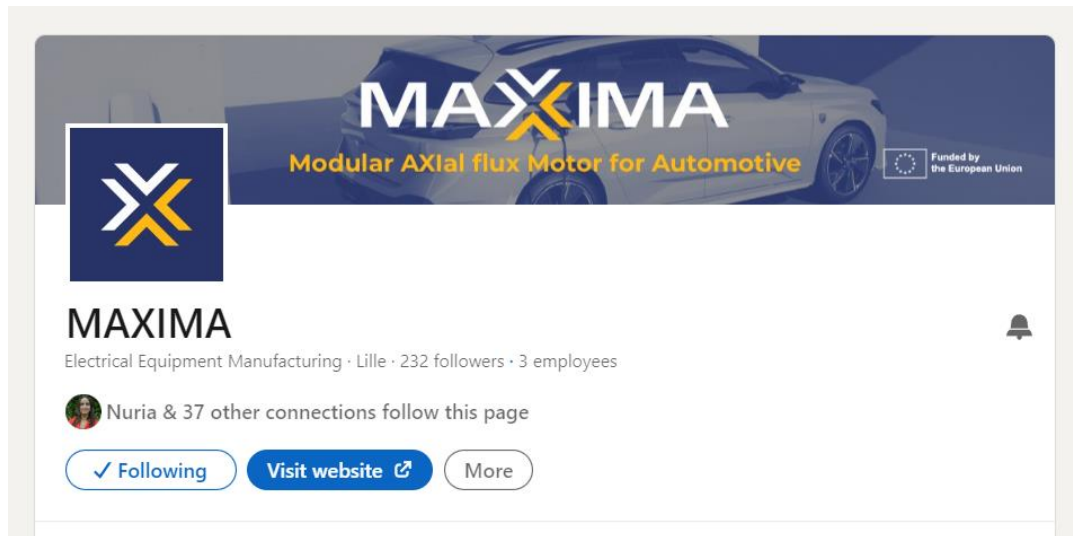


Figure 9. MAXIMA's LinkedIn profile

## 4.7. Videos

The project also includes the development of several videos for communication and dissemination purposes. These videos aim to engage the audience and effectively communicate key messages. The proposed videos are as follows:

- ✂ **Project Introduction Video:** A promotional video will be created within the first year of the project to provide an overview of the project's objectives, partners, and expected impact. This video will serve as an introduction to the project, generating interest and creating awareness among stakeholders and the general public.
- ✂ **Results Presentation Video:** A video produced towards the end of the project to showcase and present the key results, achievements, and impact of the project. This video highlights the tangible outcomes and demonstrates the project's success and contribution to the field.
- ✂ **Short Videos:** At least four short videos will be created throughout the project's duration to address specific topics, milestones, or research findings. These videos are typically shorter in duration and can be shared on various platforms, such as social media, project websites, or during presentations. They will be designed to capture attention, provide concise information, and engage the target audience.

The videos, FEUGA's responsibility, will be professionally produced, visually appealing, and use clear and engaging narratives to effectively communicate the project's key messages.

A dedicated YouTube channel has been created to store and showcase all the project-related videos. The YouTube channel will serve as a central hub for hosting and organizing the project's video content, making it easily accessible to a wide audience.



Figure 10. MAXIMA's YouTube channel

## 4.8. Conferences and events

Events play a crucial role in effectively disseminating project findings, engaging stakeholders, and fostering networking opportunities within and outside the MAXIMA project. The consortium recognizes the importance of organising key dissemination milestones, including a mid-term event, dissemination workshops, and a final conference. These events will serve as platforms to share project progress, outcomes, and insights, and provide opportunities for interaction, collaboration, and knowledge exchange.

Specific dissemination activities and events will be encouraged as part of the project's regular activities and will be included in the dissemination plan updates. Dissemination is crucial for sharing project outcomes, research findings, and innovations with the wider community, stakeholders, and potential collaborators.

During the first year the focus will be on project presentations, highlighting project. This allows for the initial introduction of the project to the community and stakeholders, providing them with an understanding of the project's objectives and the requirements for electromagnetic design. It sets the foundation for future presentations that will showcase the innovations and research results as the project progresses.

As the project advances in subsequent years, presentations of innovations and research results become more relevant and impactful. This timing ensures that the project has tangible outcomes and results to share with the audience. By sharing these innovations, the project can generate interest, receive valuable feedback, and potentially foster collaborations or partnerships.

### 4.8.1. Project level events

As part of the project's communication and dissemination plan, several events will be organized at both the project level and partner level. Here are the proposed events:

- ✘ **Mid-Term Event:** A mid-term event will be organized to provide an update on the project's progress, achievements, and key findings. This event aims to gather stakeholders, including partners, industry experts, researchers, policymakers, and other relevant stakeholders. FEUGA will lead the organization of the midterm event, in collaboration with other partners to design an event that provides updates on the project's progress, highlights key findings, and facilitates discussions among stakeholders. Contributions from all partners will be sought to ensure a well-rounded and informative event.

- ✘ **Workshops at Partner Level:** Partners within the project will organize at least three workshops to demonstrate prototypes or showcase specific aspects of the project. These workshops will provide a hands-on experience and in-depth insights into the project's developments. The consortium has collectively determined the main focus areas for the upcoming workshops. These topics have been agreed upon:
  - Permanent magnet recycling, linked with the work package 5.
  - Life cycle assessment, in relation to the work conducted in Work Package 6.
  - Showcasing the prototypes developed under the project, highlighting the progress made in Work Package 7.
  
- ✘ **Activities with Responsible Research and Innovation (RRI):** The project will organize at least two activities related to Responsible Research and Innovation. RRI activities aim to engage stakeholders in ethical, social, and environmental aspects of the project. These activities may include consultations, public dialogues, or stakeholder engagement sessions, ensuring a participatory and inclusive approach to the project's development.
  - As part of its commitment to promoting science and research, the MAXIMA project will consider participating in the **European Researchers' Night**. This annual event serves as a remarkable platform to showcase the project's activities and engage with a diverse audience. The European Researchers' Night is a pan-European event that brings together researchers, scientists, and the public to foster dialogue and promote the understanding of scientific advancements. By participating in this event, the MAXIMA project can share its research, innovations, and findings with a broader audience, including students, families, and the general public. Through interactive exhibits, demonstrations, and engaging activities, the project can raise awareness about electric vehicles, sustainable transportation, and the significance of eco-friendly technologies. It offers an opportunity to engage with attendees, answer questions, and inspire interest in scientific fields. By participating in the European Researchers' Night, the MAXIMA project can contribute to the overall goal of promoting science, research, and innovation throughout Europe. It provides a valuable occasion to communicate the project's objectives, outcomes, and potential impact to a wider audience, fostering a sense of excitement and appreciation for scientific endeavors.
  - The MAXIMA project recognizes the importance of promoting gender equality and inclusivity in STEM fields. On the occasion of **the International Day of Women and Girls in Science**, the project will explore opportunities to engage in activities that highlight the contributions and achievements of women involved in the project. These activities will aim to serve as role models and inspire girls to envision themselves pursuing STEM careers. In schools, specific initiatives will be considered to showcase the diverse roles and accomplishments of women in science and technology. By sharing these stories and experiences, the project seeks to break gender stereotypes, encourage girls' interest in STEM, and foster their confidence to pursue scientific and technological pathways. Through these efforts, the MAXIMA project aims to promote inclusivity, gender equality, and a more balanced representation of women in STEM fields. By empowering women and girls to actively participate and contribute to science and technology, the project aims to create a stronger, more diverse, and innovative STEM community.
  
- ✘ **EU Level Final Conference:** A final conference will be organized at the EU level to showcase the project's outcomes, impact, and future implications. This conference will bring together stakeholders from academia, industry, policymakers, and other relevant fields. For the final conference, FEUGA will take the lead in coordinating the logistics, venue selection, and agenda development. They will work closely with other partners to ensure that the conference



showcases the project's outcomes, achievements, and future implications. Contributions from all partners will be solicited to ensure a comprehensive and engaging program that addresses various aspects of the project.

#### 4.8.2. External conferences and fairs

Participation in external conferences and fairs is a vital component of the dissemination strategy for the MAXIMA project. These events provide excellent opportunities to showcase project results, exchange knowledge with experts in the field, and establish collaborations with industry professionals, researchers, and policymakers.

Below is a list of preidentified conferences that are considered interesting for the dissemination of the MAXIMA project:

- ✘ **Electric Drives Production Conference:** This conference focuses on advancements in electric drive technology, including motor design, manufacturing processes, and integration into various applications.
- ✘ **International Electric Steel Sheet Summit:** This summit addresses the latest developments in electric steel sheets, which are crucial components in electric motors and transformers.
- ✘ **International Electric Vehicle Symposium & Exhibition (EVS):** EVS is a renowned event that brings together experts, policymakers, and researchers to discuss and showcase the latest innovations in electric vehicles and related technologies.
- ✘ **SETAC Annual Meeting:** The SETAC conferences provide a platform for discussing environmental science, toxicology, and sustainability, offering opportunities to present research on the environmental impact of electric vehicles.
- ✘ **International Conference on Electrical Machines (ICEM):** ICEM focuses on electrical machine design, modeling, control, and applications, providing a forum for sharing knowledge and advancements in the field.
- ✘ **Conference on the Computation of Electromagnetic Fields (COMPUMAG):** COMPUMAG is a conference dedicated to computational modeling and simulation of electromagnetic fields, enabling researchers to present and discuss their work in this area.
- ✘ **FISITA World Congress:** FISITA is a global event that brings together automotive engineers, industry leaders, and researchers to explore the latest trends and advancements in the automotive industry, including electric vehicle technologies.

Participating in these conferences will allow the MAXIMA project team to disseminate their research findings, engage in fruitful discussions, and foster collaborations with experts, industry professionals, and policymakers. These conferences provide an excellent platform to share knowledge, gather feedback, and contribute to the progress of the project and the broader electric vehicle industry.

#### 4.8.3. Networking and clustering with other projects

Collaborating with other EU funded or national projects working on similar topics can greatly enhance research efforts and promote knowledge exchange within the community. Thus, networking and clustering with other related EU funded or national projects will be actively pursued in the areas of magnetic materials (ES, SMC, and PM), axial flux EM design, EM manufacturing, EM LCA, and PM recycling.

Particular attention will be placed to the three projects funded in the same call for proposals than MAXIMA:

- ✘ **HEFT** Novel concept of a low-cost, high-power density and highly efficient recyclable motor for next generation mass produced electric vehicles.

- ✘ **VOLTCAR** Design, manufacturing, and validation of ecocycle electric traction motor.
- ✘ **EM-TECH** Innovative e-motor technologies covering e-axles and e-corners vehicle architectures for high-efficient and sustainable e-mobility.

Together with MAXIMA, all three projects share a common objective of advancing electric motor technologies for electric vehicles. They aim to improve power density, efficiency, recyclability, and overall sustainability. By focusing on different aspects of motor design, manufacturing, and integration, these projects contribute to the development of high-performance electric motors that can be mass-produced and used in next-generation electric vehicles.

Collaboration and knowledge exchange among these projects could be highly beneficial and will be actively promoted. Sharing insights, research findings, and technological advancements can accelerate progress in the field and enhance the overall impact of these initiatives.

## 4.9. Communication and dissemination materials

As part of the communication and dissemination activities for the project, the following materials have been identified:

- ✘ **Project Leaflet:** A concise and informative leaflet that provides an overview of the project, its objectives, key activities, and expected outcomes. It serves as a promotional tool to introduce the project to stakeholders, collaborators, and the general public.
- ✘ **Infographics:** At least four infographics will be created to visually communicate complex information, data, or key findings from the project. Infographics are effective in presenting information in a clear and engaging manner, making it easier for the audience to understand and retain important messages.
  - Infographic 1: "**Characteristics of Axial Flux Motors**"
    - Introduce the key characteristics and advantages of axial flux motors developed within the MAXIMA project.
    - Illustrate the unique design and structure of axial flux motors, showcasing their compact size, high power density, and efficient performance.
    - Highlight the benefits of the axial flux motor architecture, such as improved cooling, reduced losses, and enhanced torque density.
    - Include comparisons with traditional radial flux motors, emphasizing the advantages of axial flux motors in terms of weight, volume, and efficiency.
    - Use visual elements, diagrams, and data to illustrate the performance and efficiency gains achieved through the development of axial flux motors in the MAXIMA project.
  - Infographic 2: "**The Journey of the MAXIMA project**"
    - Illustrate the step-by-step process of the development the prototypes within the MAXIMA project.
    - Highlight key stages, such as design, material selection, manufacturing processes, and quality control.
    - Showcase the integration of circular economy principles and the use of sustainable materials.
  - Infographic: "**Life Cycle Assessment Approach in MAXIMA Project**"

- Present an overview of the Life Cycle Assessment (LCA) approach used in the MAXIMA project to evaluate the environmental impact of electric vehicle motors.
  - Show the key stages of the LCA process, including goal and scope definition, inventory analysis, impact assessment, and interpretation.
  - Highlight the importance of LCA in identifying environmental hotspots and guiding decision-making for sustainable motor design and manufacturing.
  - Visualize the inputs, outputs, and impacts considered in the LCA, such as energy consumption, greenhouse gas emissions, resource depletion, and waste generation.
  - Demonstrate how the LCA approach supports the project's goal of developing low-cost, high-power density, and eco-friendly electric motors for next-generation vehicles.
  - Emphasize the project's commitment to reducing the environmental footprint and fostering sustainable practices throughout the motor's life cycle.
- Infographic: "**Rare Resource Reduction in Electric Motor Production**"
    - Illustrate the MAXIMA project's approach to minimizing the use of rare resources in electric motor production.
    - Showcase innovative techniques, materials, or recycling methods employed to reduce reliance on rare resources.
    - Present data or statistics on the environmental and economic benefits of reducing rare resource usage.
- ✂ **Poster:** A project poster will be designed to showcase the project's highlights, key achievements, and key visuals. The poster can be displayed at events, conferences, and project-related gatherings to attract attention, spark interest, and facilitate discussions.
- ✂ **Rollup:** A rollup banner will be created, typically in a vertical format. The rollup can be displayed at exhibitions, conferences, or project-related events to create a visually appealing and informative presence.

It is important to design these materials in a visually appealing and coherent manner, ensuring that they reflect the project's branding, use consistent messaging, and align with the project's overall communication strategy. Regular updates and revisions of these materials may be necessary as the project progresses and achieves significant milestones or results.

These communication and dissemination materials play a crucial role in effectively conveying the project's objectives, results, and impact. They help generate interest, facilitate understanding, and engage the target audience in discussions and collaborations when participating in events.

## 5. Impact monitoring

In order to evaluate the effectiveness of the dissemination and communication strategy in driving impact, quantitative data will be collected and compared against established Key Performance Indicators (KPIs). Each tool outlined in sections 4 of this document will have its own KPIs to measure the level of awareness generated through their use. The KPIs that will demonstrate the success of the strategy are presented in the following table:

Table 3. MAXIMA KPIs

Tool/Channel	Metrics/KPIs'
Website	<ul style="list-style-type: none"> <li>&gt; 1 website</li> <li>&gt; ≥ 40 news</li> <li>&gt; ≥ 10.000 visits</li> </ul>
Communication and dissemination campaigns	<ul style="list-style-type: none"> <li>&gt; ≥ 3 campaigns</li> <li>&gt; ≥ 10% followers increase</li> </ul>
Partners communication channels	<ul style="list-style-type: none"> <li>&gt; &gt; 100 posts/news shared</li> <li>&gt; 10000 people reached</li> </ul>
Newsletter	<ul style="list-style-type: none"> <li>&gt; ≥ 4 newsletters</li> </ul>
Press releases	<ul style="list-style-type: none"> <li>&gt; ≥ 3 press releases</li> <li>&gt; ≥ 8 media appearances</li> </ul>
Sector specific magazines	<ul style="list-style-type: none"> <li>&gt; ≥ 18 publications</li> </ul>
European Commission channels	<ul style="list-style-type: none"> <li>&gt; ≥ 3 articles</li> <li>&gt; ≥ 200 actors active in EU projects reached</li> </ul>
Scientific Publications	<ul style="list-style-type: none"> <li>&gt; ≥ 12 scientific publications-journals</li> </ul>
Social Media channels	<ul style="list-style-type: none"> <li>&gt; ≥ 100 posts</li> <li>&gt; ≥ 600 followers</li> </ul>
Videos	<ul style="list-style-type: none"> <li>&gt; 2 promotional videos</li> <li>&gt; ≥ 4 short videos</li> <li>&gt; ≥ 400 views</li> </ul>
Materials	<ul style="list-style-type: none"> <li>&gt; 1 project leaf let</li> <li>&gt; ≥ 4 infographics</li> <li>&gt; 1 poster</li> <li>&gt; 1 rollup</li> </ul>
Conferences & events	<ul style="list-style-type: none"> <li>&gt; ≥ 12 participations in external events/conferences</li> <li>&gt; 1 mid-term event, &gt; 50 stakeholders attending.</li> <li>&gt; ≥ 3 workshops at partner's level (prototype demonstration), &gt; 30 stakeholders attending.</li> <li>&gt; ≥ 2 related activities with RRI</li> <li>&gt; 1 EU level final conference, &gt; 30 stakeholders attending.</li> <li>&gt; ≥ 4 joint actions within identified networks and other HE projects</li> </ul>

To ensure accurate tracking of project activities by all partners, it is essential to establish clear guidelines on how each activity should be registered and reported. This will enable effective monitoring and

assessment of the project's progress. To facilitate this process, templates for reporting information will be made available in the private area of the project's website. These templates serve as a tool for partners to record and report their activities, enabling the project to maintain comprehensive records and evaluate the impact of the conducted initiatives.

It is the responsibility of each partner to:

- Communicate the activities and tools used for dissemination and communication purposes accurately and promptly.
- Report the activities and provide relevant information (e.g., the size of the audience exposed to the activities) to facilitate their assessment and evaluation.
- Save evidence of the conducted activities to serve as documentation and support the reported information.

By adhering to these responsibilities, partners ensure transparency and accountability in the project's dissemination and communication efforts, which in turn contributes to the overall success of the project.

To monitor the general performance of the project communication channels, FEUGA will use Metricool. This platform will enable the project team to track and analyse key metrics and performance indicators, providing valuable insights into the reach, engagement, and impact of the social media activities. Metricool's features will allow for the monitoring of audience growth, post interactions, impressions, clicks, and other relevant data. These analytics will help evaluate the effectiveness of the social media strategy, identify trends, and make informed decisions to optimize the project's online presence. By leveraging Metricool, MAXIMA can gain a comprehensive understanding of its social media performance and tailor its communication efforts to achieve the desired outcomes.