

H2020-LC-GV-2018



Integrated, brand-independent architectures, components and systems for next generation electrified vehicles optimized for the infrastructure

Innovation Action (IA)

Grant Agreement — 824311



ACHILES

Advanced Architecture Chassis/Traction concept for Future Electric vehicles

D6.1 Dissemination and Communication Plan



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D6.1 Dissemination and Communication Plan	
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1 Overview of the ACHILES Project

The aim of ACHILES is to develop a more efficient E/E control system architecture optimized for the 3rd generation of EVs by **integrating four new technological concepts**. **Firstly**, a new wheel concept design will be equipped with full by-wire braking, including a new friction brake concept. **Secondly**, a centralized computer platform will host the e-drive functionalities and reduce the number of ECUs and networks while fulfilling safety & security requirements. It will support centralized domain controllers required to implement high automation and autonomy concepts, a key requirement for smart mobility. **Thirdly**, an out of phase control that will allow to intentionally operate the electric motor inefficiently to dissipate the excess of braking energy in case of fully charged batteries. As a **fourth concept**, a new torque vectoring algorithm will significantly improve the vehicle dynamics. The advances proposed will reduce the total cost of ownership by 10% and increase the driving range by at least 11% while increasing autonomy. ACHILES will be tested and verified in a real demo vehicle and in a brand-independent testing platform.

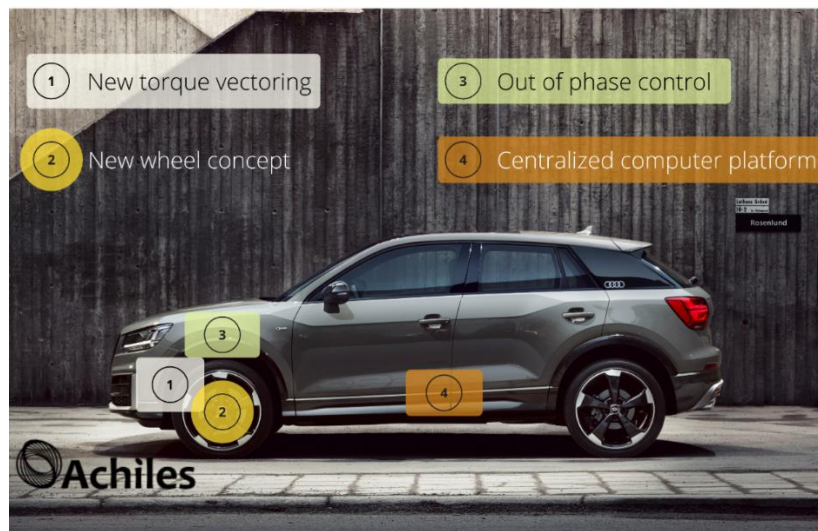


Figure 1: the four technological concepts enhanced and integrated by ACHILES

2 Dissemination and Communication Strategy

2.1 Overview

The Dissemination and Communication Plan (DCP) aims to maximize the potential impact of the project results in a structured and organized way. The DCP presents a wide range of actions to make the project knowledge available beyond the project consortium; it identifies the relevant networks and dissemination channels as well as the dissemination mechanisms



and tools to be exploited. It sets a detailed time plan and allocates responsibilities to ensure the successful implementation of each activity.

This plan also defines key measurements/indicators to be used to monitor progress.

The DCP is considered a living document. There will be three versions. This, first version follows the EC Guidelines for Communication EU Research and sets the overall dissemination strategy. The next two versions (intermediate M24, final M42) will present the dissemination results along with any necessary updates of the initial plan.

2.2 Objectives

The main objectives of the Dissemination and Communication Plan include:

- To maximize the impact of the dissemination of results in order to accelerate the implementation of the research findings;
- To promote the dissemination of the project findings through presentation at project workshops, technical conferences, scientific publications, and the project website;
- To facilitate technology transfer and accelerate dissemination of the on-going activities;
- To achieve an optimum knowledge management including appropriate handling of the IPR;
- Creation of synergies with other relevant European projects.

2.3 Subject and Key Messages

The dissemination and communication subjects include the project scope and objectives, progress and results, and research and innovation.

Key messaging for external dissemination is that ACHILES is comprised of four technological concepts. Concepts, that, on their own are technological paradigm shifts and breakthroughs, but together significantly reduce weight, system complexity, and cost while increasing reliability, and user comfort and safety/security.

The three overall goals of the project are also considered key: a 10% reduction in total cost of ownership, an 11% increase in driving range, and an overall increase in autonomy.

2.4 Target Audience

Strategic communication relies on clearly defined target groups and tailoring communication to each group. The ACHILES project has identified the following key audiences that are targeted for project dissemination:

- Researchers
- End users



- OEMs
- Policy makers
- Standardization organizations
- Suppliers (tier 1 / 2)
- Educational institutions

2.5 Internal Dissemination

Internal communication focuses on promoting interaction and knowledge transfer between the project partners. Good internal communication helps ensure the success of the project.

Communication within the project will be held primarily through email, regular telephone conferences, and through use of the reporting platform EMDESK.

Within EMDESK appropriate mailing lists (work package participants, General Assembly, Steering Committee, etc...) were created to allow smooth implementation. EMDESK also provides organized file storage.

More information regarding EMDESK and internal procedures can be found in D7.1, the Quality Assurance Guidelines.

Internal workshops will also support internal dissemination. The workshops will provide organized trainings and know-how transfer between partners and will take place at least every 12 months.

1. The first internal workshop took place after the KO meeting (17-18 December 2018, Brussels) in order to define a detailed action plan for the project activities in different working groups.
2. The second internal technical workshop was organized in Austria on 11-12 July 2020 in order to discuss test specifications, architecture design, component modules, the brake system and powertrain as well as safety concepts and ensure the successful competition of WP1 and synchronization with WP2 and WP3.
3. The third one was held in Germany on 29-30 January 2020 and focus was given to key aspects of the project: general and motion control architecture, component simulation, motor design, safety and test concepts.
4. The fourth technical workshop took place on 12 January 2021, online, combined with the General Assembly meeting and focused on component and subsystem level modelling and prototyping.
5. The fifth workshop has been organised together with the Advisory Board and also took place on 12 January 2021 online. The project results were presented and the discussion focused on price reduction and how to achieve better market uptake for the developed solutions.



2.6 External Dissemination

External dissemination plans are detailed in chapter three of this document. Chapter three, Dissemination Tools, Channels and Materials, describes the actions that will be taken to bring relevant information about the ACHILES project to the predetermined target audiences.

Each target audience will have tailored messaging and content to ensure that the project and the project's results are readily understandable to all stakeholders.

In addition, chapter four of this document outlines the ACHILES project's involvement in the E-VOLVE virtual cluster. The cluster aims to bring greater awareness of ACHILES, the 5 other member-projects and other related European projects to all target groups.

2.7 Visual Identity

The ACHILES project has its own logo and dedicated colors. These elements make the ACHILES project easily identifiable and ensure the consistent identity of the project.

The visual identity will be used across all applicable dissemination channels including, but not limited to, the website, print materials (brochures, posters, reports), and presentations.



Figure 2: ACHILES Visual Identity - Logo & Colors

2.8 Templates

To further ensure uniformity within the ACHILES project, seven templates have been developed. Templates include:

- Documents (reports, deliverables)
- PowerPoint Presentation
- Newsletter

- Meeting documents (Minutes, agenda, participants list)
- Communications and Dissemination Reporting

All of these templates can be found in the EMDESK document manager.

3 Dissemination Tools, Channels and Materials

In this chapter, dissemination tools, channels, and materials will be discussed and described in detail, most can be divided into one of two categories: online or offline. A quick reference of the main dissemination tools, channels, and materials and their targeted audiences can be found below.

Table 1: Main Dissemination Tools, Channels, and Materials and Corresponding Target Audience

		Target Audience						
		Researchers	End User	OEMs	Policy Makers	Standard ization Orgs	Suppliers	Educational Inst.
	Tool/ Channel/ Material							
	Offline	Scientific Journal Publications	X				X	
Final Project Event		X		X	X	X	X	X
Conferences/ Exhibitions		X		X			X	X
Project Brochure		X	X	X	X	X	X	X
Trade Press						X		
Online	LinkedIn/Twitter	X	X	X	X	X	X	X
	Online events (during and beyond the Covid-19 pandemics)	X	X	X	X	X	X	X
	Newsletter	X	X	X	X	X	X	X
	Website	X	X	X	X	X	X	X
	Search Engines	X	X	X	X	X	X	X

3.1 Offline

3.1.1 Scientific Journal Publications & Trade Press (*Once the IPR is protected*)

Due to the highly innovative character of the advances proposed in ACHILES, an important part of the project's dissemination and communication is generating a wide understanding of the project through scientific and technical publications in peer-reviewed journals. Article 8 of the Consortium Agreement regulates the Intellectual Property Rights (IPR). The table below outlines a list of journals that may be appropriate to publish project results in.

Table 2: List of Journals to Publish Project Results

Publication Name	Type	ACHILES developments and partners interested
ATZ/MTZ magazines	Automotive magazine	Design of e-brake (LBF)
Automotive Engineering	International Magazine	New wheel concept (CON, LBF)
International Journal of Automotive Technology	Scientific magazine	NVH behaviour of new wheel concept (LBF)
IEEE Transaction on Power Electronics	Journal	All concepts (all partners)
Energy Journal	Journal	All concepts (all partners)
Journal of Power Sources	Journal	All concepts (all partners)
IEEE Transaction on Power Electronics	Journal	All concepts (all partners)
SAE Automotive Engineering	Journal	New Wheel Concept (CON, TTT)
Automobiltechnische Zeitschrift (ATZ)	Journal	New Wheel Concept (CON, TTT)
SIES – International Symposium on Industrial Embedded Systems	International academic event with industrial focus	ECU approach in automotive (IKL, TTT)
IEEE Vehicular Technology Magazine	Journal	Torque Vectoring (TEC)
IEEE Transactions on vehicular Technology	Journal	Torque Vectoring (TEC)
Journal of Automobile Engineering	Journal	All concepts (all partners)
Requirements Engineering (RE)	Journal	4 system modelling at software level (TTT)
Energies, Applied Science (for example)	Open Access	All concepts (all partners)



E-VOLVE common book: summary of cluster results and experience, roadmap on evolution of unique electromobility in Europe, policy recommendations material and advice to the EC	Unique material	Joint effort co-authored by E-VOLVE projects
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The table below include details on project-related publications between M01-M24. It will be updated at the end of the project as well.

Table 3: List of Publications

	Main Author	Title	Publication	Date
1	A.Parra, D. Tavernini, P. Gruber, A. Sornioti, A. Zubizarreta, J. Pérez	On nonlinear model predictive control for energy-efficient torque-vectoring	IEEE Transactions on Vehicular Technology	04 September 2020
2	Armengaud E., Hegazy O., Brandstätter B., Ivanov V., Tatschl R., De Gennaro M., Sornioti A., Van Mierlo J., Schernus C.	European Innovation for Next Generation Electrified Vehicles and Components	International Conference on Connected Vehicles and Expo (ICCVE)	23 January 2020
3	Rekabra Youssef; Jiacheng He; Mohsen Akbarzadeh; Joris Jaguemont; Lysander De Sutter; Maitane Berecibar; Joeri Van Mierlo	Investigation of Thermal Behavior of Large Lithium-Ion Prismatic Cell in Natural Air Convection	9th International Conference on Renewable Energy Research and Application (ICRERA)	02 November 2020

3.1.2 Conferences & Events

To increase the impact of the project results and to promote debate and accelerate implementation of the results, the project coordinator and key partners will actively participate at relevant international conferences and exhibitions. The ACHILES consortium will also attend other events invited to by the European Commission and host a final project event.

- To wrap up the work and present the findings to a wider audience, and to ensure the exploitation of the results beyond the project duration, a **final event** together with the final review meeting is planned to be organised in Brussels. Key stakeholders from target audiences will be invited.
- A **general PowerPoint presentation** about ACHILES has been developed. This presentation can be downloaded from the EMDESK document manager or from the website and used by the consortium for dissemination purposes

- Attending **relevant conferences** will bring awareness to the project and increase the impact of the project's results. Relevant international conferences and exhibitions are listed in a separate Annex, available on EMDESK for the project partners.

ACHILES participation at conferences, workshops and events in M01-M24:

- ECOmeet, 21 September 2019, Ljubljana – Slovenia. Promotion by ELAPHE through exhibition, leaflets, poster.
- IECON 2019, 14-17 October 2019, Lisbon – Portugal. Paper and presentation by TECNALIA.
- iModBatt – GHOST Workshop, 18 October 2019, San Sebastián – Spain. Poster session by VUB.
- CSW hosted by HiPEAC, 28-30 October 2019, Bilbao – Spain. Presentation by TECNALIA.
- 2019 IEEE ICCVE – International Conference on Connected Vehicles and Expo, 4-8 November 2019, Graz – Austria. Poster and presentation of ACHILES within E-VOLVE cluster.
- 14th International A3PS Eco-Mobility 2019 Conference, 14-15 November 2019, Vienna - Austria. Presentation of ACHILES within E-VOLVE cluster.
- EARPA Spring meeting 2020, 3-4 March 2020, Brussels – Belgium. Presentation of ACHILES within E-VOLVE cluster.
- GoMobility, 11-12 March 2020, Gipuzkoa – Spain. Poster exhibition and presentation session by TECNALIA.
- CO2 Reduction for Transportation Systems Conference Digital, online event, 7-8-9 July 2020. Presentation of ACHILES within E-VOLVE cluster.
- H2020 Road Transport Research European Conference, online event, 30 November – 1 December 2020. Presentation of the ACHILES project by VUB and presentation of the E-VOLVE cluster.

3.1.3 Printed Materials

The project will produce a suite of printed materials that provide basic information about ACHILES and is suitable for all target audiences. Printed materials that will be generated for the ACHILES project include:

- **Project brochure:** A general brochure to promote the project was produced by month 12. It is designed for all target audiences.
- A **Project poster** was created including basic information on the project.
- A **roll up banner** will be created for use at exhibitions and other events upon request. The banner will include the ACHILES logo and the name and logo of each project partner.



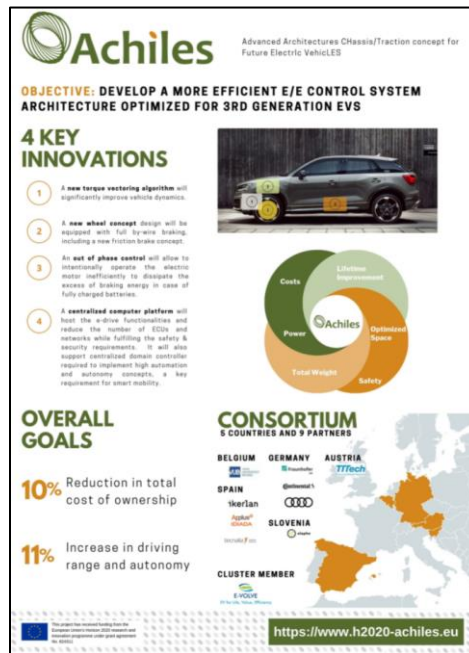


Figure 3: ACHILES Brochure cover page and ACHILES Poster

3.2 Online

3.2.1 Project Website

The ACHILES website – <https://h2020-achiles.eu> – is one of the main dissemination and communications channels; it provides a comprehensive overview of the project’s objectives, partners involved, document library, and latest news. The website has been designed to bring the project to the attention of all target audiences.



The website will be updated regularly to publish public deliverables and news items about the project.

3.2.2 Social Media

The goal of social media for the ACHILES project is to provide up-to-date project information to relevant stakeholders. ACHILES will use two social media platforms: Twitter and LinkedIn. Both platforms allow for the project to publish real time information on the project.

Twitter will be used to deliver ACHILES information to all target audiences while LinkedIn will primarily target researchers, industry (suppliers, OEMs), and educational institutions.

The ACHILES project can be found under the twitter handle @ACHILES_H2020 and in the E-VOLVE cluster LinkedIn group.

Guidelines on how these platforms should be used can be found in the Annex.

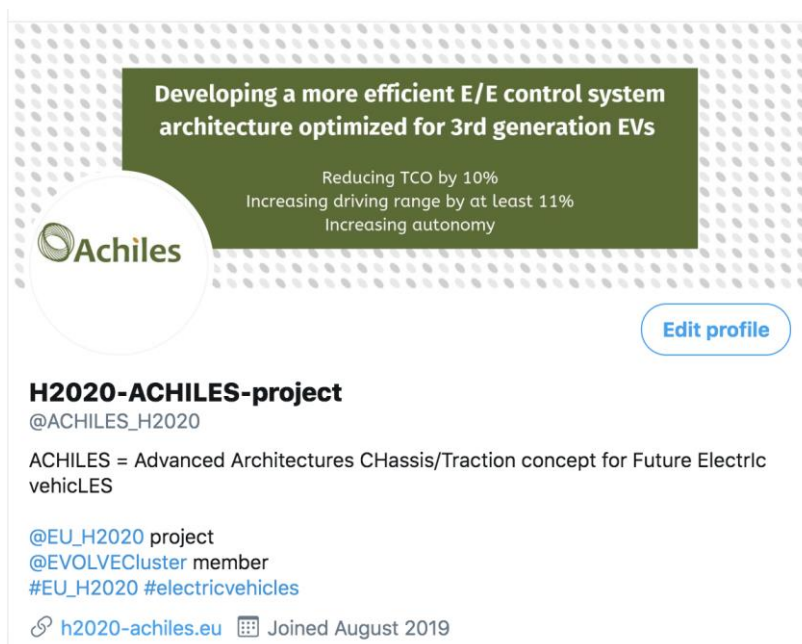


Figure 4: [ACHILES Twitter Profile](#)

3.2.3 Newsletter

The ACHILES project will send a newsletter to all interested stakeholders at each innovation cycle, or at least every 12 months. The newsletters will provide all target audiences with up to date information (activities, results) about the project. The newsletter will be sent from a MailChimp account. A link to subscribe to the ACHILES newsletter has been added to the project's website; the subscription form is GDPR compliant. The person wishing to subscribe to the ACHILES newsletter is also offered the option to join the E-VOLVE cluster community and receive their newsletters.

Between M01-M24 two ACHILES newsletters and three E-VOLVE newsletter have been sent out to interested stakeholders. The newsletters are also available on the ACHILES website.

3.3 Other

The online and offline activities mentioned are not exhaustive. Other activities may include inclusion in EU documents/position papers and policy briefs, participation in networks, open access publications, liaison with partners' networks and personal/professional contacts, press releases, e-zine, and the EU communication channels (i.e. CORDIS, the EU research and innovation magazine(horizon), TRIP, etc.).



3.4 Timeline

Dissemination and communication activities will be executed throughout the project lifecycle.

Table 4: Communication and Dissemination Timeline

Year Project Month	Year 1				Year 2				Year 3				Year 4	
	M1-M3	M4-M6	M7-M9	M10-M12	M13-M15	M16-M18	M19-M21	M22-M24	M25-M27	M28-M30	M31-M33	M34-M36	M37-M39	M40-M42
Online														
ACHILES Website	X													
Twitter	X													
LinkedIn	X													
Newsletter				X			X					X		
Offline														
Project Identity	X													
Project Brochure				X										
Project Templates	X													
Project Poster (upon need)														
Project Roll Ups (upon need)														
ACHILES Events														
Final Event														X
Internal Workshops	X		X				X					X		
Conferences & Events														
EUCAR Conference							X					X		
Electric Vehicle Symposium & Exhibition (EVS)							X				X			
Eurobrake (FISITA)						X				X				X
International TUV Rheinland Symposium										X				
High Performance and Embedded Architecture and Compilation Conference (HIPEAC)					X				X				X	
Conference on Intelligent Robots and Systems (IROS)							X					X		
Computer Vision and Pattern Recognition (CVPR)							X				X			
European Transport Research Arena (TRA)			X											
Vehicle Power and Propulsion Conference (VPPC)							X					X		
Institute of Electrical and Electronics Engineers (IEEE)							X				X			
Eurocar							X					X		
International Conference on Connected Vehicles and Expo (ICCVE)			X											
Electric Vehicles and Renewable Energy (EVER)						X				X				X
Transport Research Board (TRB)					X				X				X	
Intermediary E-VOLVE Cluster Event							X							
Final E-VOLVE Cluster Event														X
Publications														
ATZ/MTZ magazines														
Automotive Engineering														
International Journal of Automotive Technology														
IEEE Transaction on Power Electronics														
Energy Journal														
Journal of Power Sources														
IEEE Transaction on Power Electronics														
SAE Automotive Engineering														
Automobiltechnische Zeitschrift (ATZ)														
SIES – International Symposium on Industrial Embedded Systems														
IEEE Vehicular Technology Magazine														
IEEE Transactions on vehicular Technology														
Journal of Automobile Engineering														
Requirements Engineering (RE)														
E-VOLVE common book														X
Trade Press														

3.5 Quantification of Dissemination and Communication Activities

Close monitoring and quantifications of the dissemination and communication activities assures the active contribution to and the constant improvement of these activities. Thus, consortium partners should report the results of each dissemination and communication activity immediately after it took place. Work package leaders are responsible for reminding partners to report on the communication and dissemination activities completed in that Work Package. Results should be reported in the project’s reporting template (see Table number 5 below); the template can be found in the EMDESK document manager.

Specific key performance indicators (KPIs) will be monitored so the KPIs should be taken into account when implementing the various dissemination and communication activities. The KPIs that will be monitored are listed in Table number 6.

Table 5: Communication and Dissemination Activity Reporting Template

COMMUNICATION-DISSAMINATION ACTIVITIES DIRECTLY LINKED TO THE PROJECT							
Project Name:				ACHILES			
Reporting period				M01-M18 (RP1)			
Beneficiary				XXX			
Type of activity	Target Audience	No. of people reached	Description/Name of the event/Place	Date	Total budget spent - EUR	Comments	Supporting documents available

Table 6: Updated Key Performance Indicators M01-M24

Channel	Targets	KPI M01-M24
ACHILES Website	All audiences	Volume of content available # unique visitors: 1923 # inbound links: 434
LinkedIn	Researchers, industry (suppliers, OEMs), educational	# members of E-VOLVE group and page: approx.: 100 # posts: approx. 50
Twitter	All audiences	# followers: 109: 53 (ACHILES) + 56 (E-VOLVE) # Tweet impressions ACHILES: 7989 Use of hashtag: ACHILES: 25

Events	All audiences	10 / 10 ACHILES only (not counting E-VOLVE)
Publications	Researchers, industry	5/3

4 E-VOLVE Cluster

The virtual E-VOLVE (Electric Vehicle Optimized for Life, Value and Efficiency) Cluster is responsible for developing, realizing and monitoring synergies between six projects from the GV-01 Horizon 2020 call. ACHILES is responsible for coordinating the Cluster's communication and dissemination activities. The purpose of the Cluster is to execute joint dissemination and exploitation activities. For full information about the Cluster's dissemination and communication strategy, please review deliverable 6.8, Cluster Dissemination & Communication Strategy.



Figure 5: E-VOLVE logo and member projects

ACHILES has developed the E-VOLVE Cluster visual identity (D6.6) and website (D6.7): <https://www.h2020-evolvecluster.eu/>, created and administers its social media accounts (twitter, LinkedIn) and circulated three newsletters until M24.

The E-VOLVE cluster participated in 2 conferences between M01-M24:

- 2019 IEEE ICCVE, 4-8 November 2019, Graz – Austria: EVC1000 represented the Cluster and presented the Cluster and Projects. In addition, a common scientific paper was submitted and published.
- 14th International A3PS Eco-Mobility 2019, 14-15 November 2019, Vienna – Austria: CEVOLVER represented and presented the Cluster and Projects.

3 additional applications to participate in conferences were submitted in the period:



- TRA2020, Rethinking transport: Towards clean and inclusive mobility, April 2020, Helsinki – Finland: the application was rejected on the grounds that the Projects were still immature;
- 3rd European Conference on Results from Road Transport Research in H2020 projects, 4-5 December 2019, Brussels – Belgium: the application was rejected on the grounds that the Projects were still immature (only Projects after 1 ½ year of implementation are accepted);
- TEN-T Days 2020, May 2020, Sibenik – Croatia: E-VOLVE was accepted to participate but the event was cancelled due to Covid-19

Participation at workshops M01-M24:

- iModBatt – GHOST Workshop, 18 October 2019, San Sebastián – Spain. E-VOLVE was invited and participated with a Cluster and a Projects' presentation by CEVOLVER. The Cluster also participated in the poster session.
- GoMobility, 11-12 March 2020, Gipuzkoa – Spain. The participation included a Cluster and Projects' presentation and participation to the poster session.
- EARPA Spring meeting 2020, 3-4 March 2020, Brussels – Belgium. The participation included a Cluster and Projects' presentation.

5 Responsibilities

Work package 6, Exploitation & Dissemination, is connected to every work package in the ACHILES project. While VUB leads the work package, every partner has the responsibility of contributing to the project's dissemination.

All partners should disseminate project results in their own networks.

Work package leaders are to provide results that can be disseminated.

Members of the project consortium have the following responsibilities:

- Provide the project coordinator and the project communications manager with up-to-date developments that can be used for dissemination and communication activities and materials;
- Promote the project when participating in relevant events and conferences;
- Publish papers in scientific peer reviewed journals and trade press;
- Network on behalf of the project to grow the target audiences.

5.1 External Dissemination Approval Process

All external dissemination should be sent to the General Assembly for approval to publish. According to Chapter 8.4.2 of the Consortium Agreement (CA):



Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the Dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

For the full information regarding objections to proposed dissemination, please review Chapter 8.4.2 of the Consortium Agreement in full.

6 Annex

6.1 Social Media Guidelines

Twitter Guidelines

- Follow the project account: @ACHILES_H2020
- In a timely manner, inform the communications manager of relevant publications or events that can be tweeted about. *Keep in mind that tweets are limited to 280 characters.*
- If tweeting from your company’s account or your personal account, tag the project account (@ACHILES_H2020) or use the hashtag #ACHILESH2020.
- When composing your own tweet, think about using some related hashtags. Using some of these can allow people interested in broadly related topics to find the project.

Hashtags to use in every tweet	Hashtags to use when appropriate/character limits permit
#ACHILESH2020	#electricvehicles
#EVs	#evolvecluster
#EU_H2020	

DOs	DON'Ts
Tweet often (1-2/week)	Avoid retweeting negative comments
Include pictures and links when possible	Avoid using overly technical jargon
Retweet messages from @ACHILES_H2020	
Follow project partners on Twitter	



Partners' Twitter Accounts

Partner	Twitter Handle
Vrije Universiteit Brussel	@MOBI_VUB @VUBrussel
Tecnia	@tecnalia
TTTech	Not applicable
Continental	Not applicable
Ikerlan	@IKERLANofficial
Elaphe	@Elaphe_In_Wheel
Audi	Not applicable
Fraunhofer LBF	@FraunhoferLBF
Idiada	Not applicable

LinkedIn Guide

- Become a member of the E-VOLVE Cluster group:
<https://www.linkedin.com/groups/8810531/>
- Be an active member of the group: pose questions, provide project activity updates, provide your opinion, knowledge, and experience on threads.
- When sharing project content, try to include a link or photo.
- Invite people you think may be interested in joining the group.

