

E – DRIVETOUR

Beyond the Border of Electric Vehicles: an Advanced Interactive Course

Erasmus+ Programme: Knowledge Alliances

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D5.1 Coordination of Dissemination

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Lead Partner: INT

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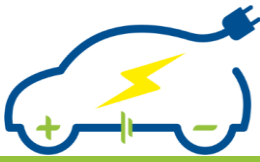
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Revision and history chart:

VERSION	DATE	EDITORS	COMMENT
V 1.0	31/07/22	INT	Final version of deliverable
V 1.1	30/12/22	INT	Update with activities until end of project

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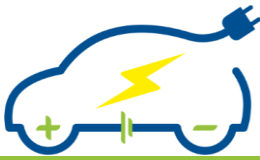
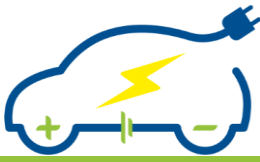


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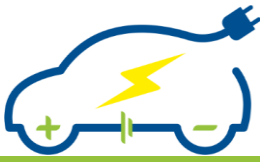
1 EXECUTIVE SUMMARY

The main objective of this document is to report on the E-DRIVETOUR dissemination activities aimed at making the project well known to various audiences, comprising the media and the public, and to raise awareness on the project's key topics.

The main objectives of the dissemination activities are to:

- Create a project visual identity and public image.
- Provide up-to-date information about the project.
- Sustain the diffusion of results to the general public.
- Translate the educational results into messages for public outreach, comprehensible also by the non-technical general public outside the educational sector.





2 OBJECTIVES OF THE REPORT

2.1 PURPOSE OF THE DOCUMENT

The bEyonD the boRder of electric VEHICLES: an advanced inTeraCTive cOURse (E-DRIVETOUR) project aims to develop an advanced interactive course related to Sustainable Electric Mobility Engineering that will train individuals with the necessary skills & knowledge to work in the electrical automotive industry as well as in the Ultra Lightweight Vehicle (ULV) that comprises e-bikes and e-cargo bikes.

This deliverable, i.e., D5.1 Coordination of Dissemination, is a result of E-DRIVETOUR task T5.1: Coordination of Dissemination, the aim of which is to define the communication and marketing strategy and plan creating the overall message and communication strategy for the project.

2.2 SCOPE OF THE DOCUMENT

Through the “Coordination of Dissemination Plan”, the E-DRIVETOUR Consortium is intending to elaborate a common communication strategy, aligned to project-specific dissemination and communication activities and synchronising the workload to optimise resources and participation in events.

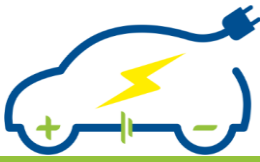
The deliverable aims at guiding the project in its marketing and communication activities, to raise awareness of the project and its objectives among stakeholders and to maximize the impact of communication efforts.

2.3 STRUCTURE OF THE DOCUMENT

The document includes the following contents:

- Chapter 2 is the introductory section that highlights the purpose and scope of the deliverable D5.1 Coordination of Dissemination.
- Chapter 3 describes the main outcomes of the project task T5.1: Coordination of Dissemination.
- Chapter 4 presents project dissemination statistics.
- Chapter 5 summarises the main conclusions of the work.
- Last, Chapter 6 acknowledges the funding source of the project.





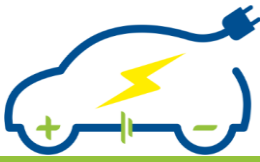
3 CONCLUSIONS

The results of E-DRIVETOUR dissemination activities ensure the wide impact of the project as these were formulated in the E-DRIVETOUR deliverable related to project marketing and promotion. Due to the COVID-19 pandemic, some dissemination activities/events were held online, which proved to be beneficial, as a wider coverage was reached.

The E-DRIVETOUR marketing and promotion activities are designed to ensure the sustainability of the project beyond the project end:

- Wide promotion and distribution of project materials;
- Materials uploaded on the E-DRIVETOUR website and partner websites will be available for use once the project is over;
- All project dissemination materials are aligned to standards and specifications of the European Union and the proposal;
- Logos and disclaimers are included in every dissemination material (newsletters, student brochure, poster, presentations, publications, etc.)





4 ACKNOWLEDGEMENT

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