

E – DRIVETOUR

Beyond the Border of Electric Vehicles: an Advanced Interactive Course

Erasmus+ Programme: Knowledge Alliances

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D5.2 Project Marketing and Promotion

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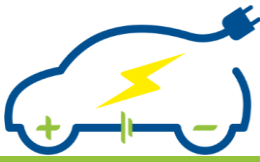
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Revision and history chart:

VERSION	DATE	EDITORS	COMMENT
V 1.0	30/09/21	INT	Final version of deliverable
V 1.1	30/12/22	INT	Update with activities until end of project

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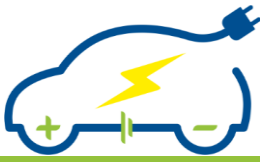
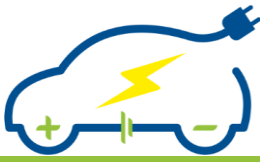


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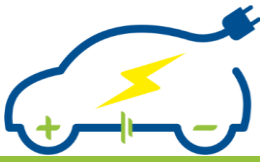


1 EXECUTIVE SUMMARY

The main objective of the E-DRIVETOUR Marketing and Promotion deliverable is to support the activities related to communication in general, emphasising on tasks such as disseminating the results and letting stakeholders know more about the project.

It includes the communication objectives, the visual identity developed for the project, different promotional tools for dissemination purposes and indicators of the outreach activities.





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., D5.2 Project Marketing and Promotion, is a result of E-DRIVETOUR task T5.2: Project Marketing and Promotion, which oversees the implementation of the communication and marketing strategy and plan in the frame of the E-DRIVETOUR course programme.

2.2 SCOPE OF THE DOCUMENT

Through the “Project Marketing and Promotion Plan”, the E-DRIVETOUR Consortium provides an overview of the resources needed to accomplish the dissemination objectives of the project.

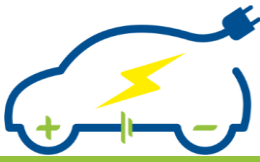
The deliverable aims at guiding the project in reaching its target audiences, evaluating the status and checking the timeline and achievements according to its expected impacts.

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 D5.2 Project Marketing and Promotion.
- Chapter 3 introduces the project marketing and communication strategy.
- Chapter 4 presents the target group audience.
- Chapter 5 summarises the visual identity of the project.
- Chapter 6 describes the communication channels.
- Chapter 7 highlights the main outcomes of project promotion activities.
- Chapter 8 reports on the application process.
- Chapter 9 provides candidates general information.
- Chapter 10 summarises the main conclusions of the work.
- Last, Chapter 11 acknowledges the funding source of the project.





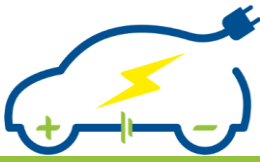
3 CONCLUSIONS

E-DRIVETOUR aims at the development of an interactive course on EVs with a comprehensive interdisciplinary curriculum that includes reconfigurable laboratory apparatus, innovative demonstrator group assignment and an industrial experience to equip the participants with the necessary experience to enter the emerging market of Electric Mobility.

E-DRIVETOUR will be marketed to the EU community, EV clusters & forums and of course within the participating universities.

The plan of E-DRIVETOUR dissemination activities for project marketing and promotion ensure wide impact of the project. Due to the COVID-19 pandemic, some dissemination activities/events were held online as a mitigation measure. Nevertheless, this proved to be beneficial with respect to easier access to the dissemination events.





4 ACKNOWLEDGEMENT

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