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European Produced sustainable SODium-ion battEries for stationary applications



EPISODE - Deliverable report

D6.3 – Initial Communication, Dissemination & Exploitation (CDE) strategies and plan



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This project has used a standard Uniresearch CDE methodology already developed in, among others, the PILATUS project (Grant Agreement number: 101084046), following EU recommendations. In the assignment of the lump sum budget, efficiency gains in preparing this report were considered. Ad hoc modifications were added to comply with the Grant Agreement conditions for EPISODE (Grant Agreement number: 10119867) and for the specific target groups in the CDE plan.

Public summary

The aim of this report D6.3 on “Initial Communication, Dissemination & Exploitation (CDE) strategies and plan” is to present the planned strategy and actions for communication and dissemination of the results, key activities and milestones of the EPISODE project. The overall scope of the dissemination activities within the EPISODE project is to ensure the maximal impact by efficiently communicating project innovations towards relevant target groups and express them in terms that these are readily understandable. An objective is to promote the project findings through presentations at workshops, scientific publications etc. Together with this, the lead of the CDE activities in EPISODE, UNR, will track and trace the dissemination activities closely to streamline the linked communication activities.

This document also provides information on the project’s brand identity (logo, website) which will be used throughout the project.

Part of the CDE strategies and plan is to promote synergies with relevant stakeholders and other projects related to sodium battery research and industrialisation to combine efforts and accelerate communication and dissemination of key messages and results.

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Abbreviations & Definitions

Abbreviation	Explanation
CDE	Communication, Dissemination & Exploitation
EC	European Commission
EU	European Union
IPR	Intellectual Property
KER	Key Exploitable Result
KPI	Key Performance Indicator
LCA	Life Cycle Assessment
SIB	Sodium ion battery

1 Introduction

The aim of this Dissemination Plan for the EPISODE project is to disseminate the results and to make them readily understandable not only to experts in the field of (research on) sodium batteries for stationary storage applications, but also to stakeholders at governments, industry, suppliers and end-users as well as the general public, in order to ensure their maximal impact. The secondary aim is to promote synergies with relevant stakeholders and other related projects in sodium battery research and industrialisation to combine efforts and accelerate communication and dissemination of key messages and results, which may be through presentations at workshops, via scientific publications, but also via (online) communications, webinars, the project website and social media. The key elements of the dissemination plan are described in Chapter 2 and Chapter 3 and include:

- Brand identity (logo, layout of documents/website)
- Target audience identification
- Description of the dissemination materials and tools
- Usage of dissemination channels
- Dissemination efforts for each of the various channels

1.1 Project summary and objectives

The main mission for EPISODE is to develop a non-lithium battery technology based on abundant available low-cost materials, with attractive energy density and power metrics (close to that of LFP-based Li-ion batteries counterparts), that are durable (> 15 years and $> 5,000$ cycles), have a high round-trip efficiency ($>95\%$), and are non-toxic, non-critical, intrinsically safe as well as recyclable. A further goal of the project is to develop sustainable and energy-efficient production processes for the active materials (anode, cathode, electrolyte solutions and binders) as well as the overall cells and modules. These methods will be demonstrated at industrial mass manufacturing scale. Combining all of this leads to a non-lithium modular battery system with favourable CAPEX (< 150 €/kW storage capacity), OPEX (approx. 0.03 €/kWh/cycle) and carbon footprint ($<100\text{kgCO}_{2\text{eq}}$ /kWh), enabling energy storage applications, ranging from domestic installations (multiple units of 6.2 kWh/unit towards large utility installations of multiple MWh. As a consequence, EPISODE will establish a European-based, globally competitive battery supply- and value chain that supports economic prosperity and the net-zero transition. The integrated material-manufacturing and sustainability assessment approach in EPISODE will transform the existing (Li) battery manufacturing process to meet future needs of a sustainable (incl. sodium-based) and resilient EU battery industry.

1.2 Purpose of this document

Work package 6 of the EPISODE project concerns both the Project management as well as the “Communication, Dissemination and Exploitation (CDE)” activities related to the project objectives mentioned in Section 1.1. The objectives of the CDE component of this work package are:

- (1) to ensure maximal impact of the project by efficiently communicating the innovations developed within the project towards relevant target groups,
- (2) to promote synergies with relevant stakeholders and other related projects to combine efforts and accelerate communication and dissemination of key messages and results,
- (3) to install and maintain proper IPR protection measures and
- (4) to identify and ensure the best exploitation of the EPISODE project results during and after the project and to identify the specific target groups and markets.

The preliminary plan for dissemination and communication and the strategies are described in this deliverable (D6.3), focusing on the work package objectives (1) and (2) mentioned above and with a strong link to the third and fourth objective mentioned. The overall goal of the plan is to share the project outcomes with the widest possible group of potential users and pave the way to exploitation of the project results towards achieving European leadership in sodium battery manufacturing. To reach this goal, CDE activities will be a continuous process in EPISODE. This document describes plans and the strategy for the CDE activities, the target audiences for the goal, and how and when they will be reached with the planned activities.

2 Communication & Dissemination strategy and plans

2.1 Terminology applied in this document

Within this report, when speaking of CDE, it means the following:

Communication is done via tools such as LinkedIn and the project/partner's website. The EPISODE partners can use these tools to promote the project's action and results, by providing information to multiple broad audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange. Essential with communication activities is calling the attention of multiple audiences to the research, making it accessible for non-expert users.

Dissemination means sharing research results with potential users. Those can be peers in the research field, industry and / or other commercial players and policymakers. By sharing the project's research results with the scientific community, the partners are contributing to the build-up of scientific knowledge on the covered topic. Dissemination towards policymakers can be related to overcome (potential) barriers towards exploitation (see next) of the project results, while dissemination towards industry or commercial players can be seen as the first engagement towards exploitation.

Exploitation is simply the use of the results for commercial purposes and this CDE strategy and plan refers to the preliminary activities for Exploitation, such as IP protection, trade-secret development etc., while also actively disseminating to possible end-users in the market.

The following section deals with the communication and dissemination strategy, while the section afterwards discusses the specific tools identified including the brand identity and project website as main communication tools.

2.2 CDE strategy and procedures

The first step is the definition of CDE activities in the form of a CDE strategy. The CDE strategy will also be directed at building the continuity of the EPISODE collaboration beyond the lifetime of the project. It should be considered as the first element for a successful exploitation of the project results and way to maximise its impact and the visibility. The first draft for the CDE strategy, with an additional focus on identifying an efficient transfer of knowledge and results to key stakeholders, is summarised in the sub-sections below and constantly monitored, reviewed, and updated if it is necessary. [Figure 2-1](#) shows an overview of the EPISODE strategy to disseminate and exploit project results during and after EPISODE has been completed, along with the main target groups.

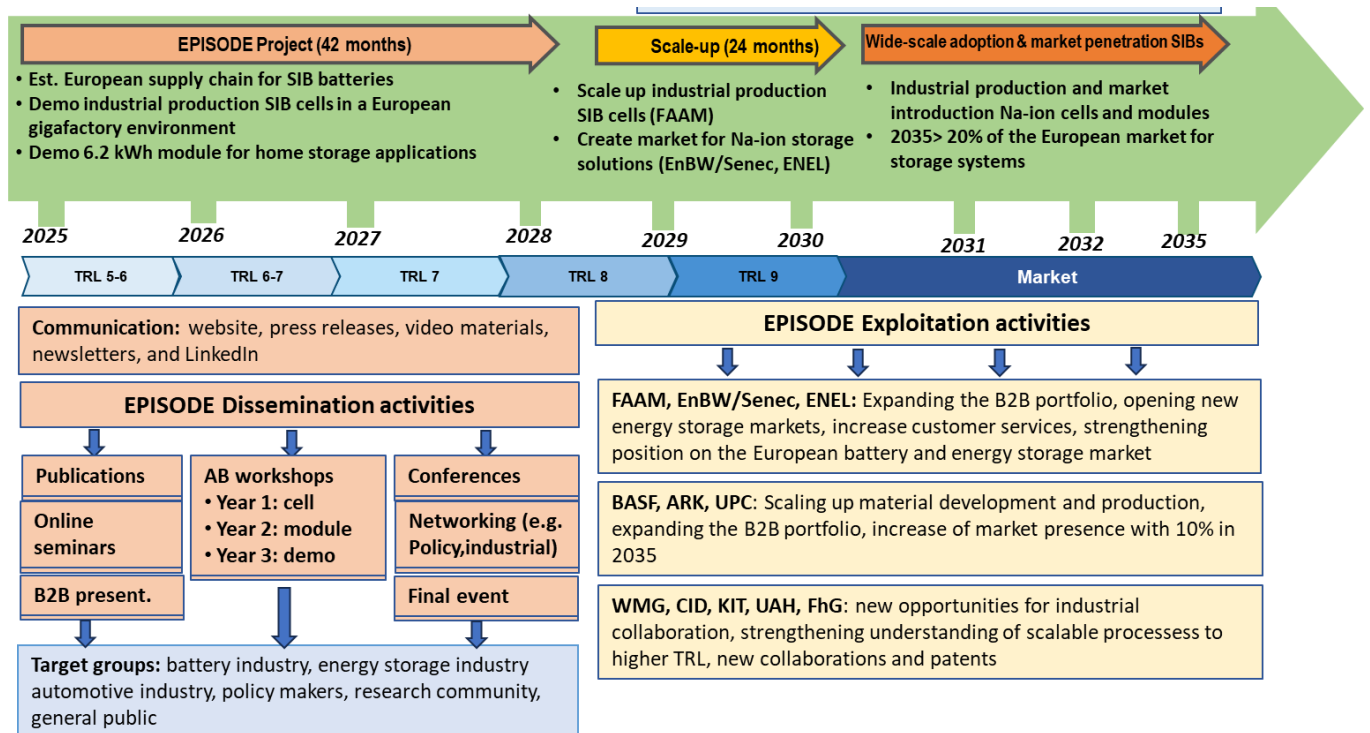


Figure 2-1 EPISODE 's overview of CDE activities as preparation for exploitation activities, scale-up and market penetration

The first draft of the process flow of the EPISODE CDE strategy consists of four steps as applied in many projects with Uniresearch as CDE lead, namely:

- Step 1: Identifying expected results, their owners, milestones, and target groups
- Step 2: Identifying the appropriate timeline and link milestones and results to this timeline
- Step 3: Setting up the messages and tools
 - Identifying the appropriate messages to disseminate the results
 - Selecting specific target groups
 - Selecting tools to disseminate the results
- Step 4: Implementing and monitoring the CDE activities

These four main steps will be aligned with developments in the technical work package of the EPISODE project and expected delivery of key technologies and (e.g., the pilot) cells/modules.

At the present stage of the project, the dissemination plan consists of three phases:

- Creating overall awareness of the project by
 - Coffee break sessions as a get-to-know the involved project partners and their sharing via social media channels (e.g., LinkedIn)
 - Website setup with first (news) items
- Involvement of stakeholders and links to other projects via combined workshops and via the stakeholder group for advice and feedback
- Informing targeted audiences (stakeholder categories) for (preliminary) exploitation of specific project results (like end users, PV manufacturers, etc.).

In §2.3, these three phases will come forward based on the distinction made towards different audiences.

2.3 Goals, audiences and channels for dissemination

2.3.1 Informing and influencing the EU industrial sector of battery (materials)

The **goal** is to inform external stakeholders and share concrete knowledge with them, to receive feedback and to engage in dialogue.

The EPISODE project aims at reaching a larger group of external stakeholders as a target group. This group includes, but is not limited to battery (cell, pack, module) producers and suppliers, battery supply chain industry and BMS industry. Furthermore, this group also includes policymakers on both the European and national level (some of them are participating in the Advisory Board, see below). The industries are a vital part of the SIB value chain. Therefore, it is essential that they are reached through the suitable channels such as topic related conferences, trade shows, exhibitions and marketing outlets as part of the envisioned business cases. The aim of participating at these events is to assure exposure of the EPISODE project. This visibility is achieved by presentations of project partners about the most recent project results. Moreover, project stands containing project flyers, posters, banners and possibly video material could be additional ways to assure exposure. For the final event of the EPISODE project, a full day is dedicated to the final project results and recommendations for the future.

The EPISODE project will actively engage with other battery initiatives such as the European Partnership on Batteries (Batt4EU), Batteries Europe and BEPA of which several EPISODE partners are members, by taking part in workshops or other activities organised by these initiatives and report on the results in support of monitoring the European Partnership on Batteries (BEPA) KPIs. Lastly, social media content from relevant initiatives is shared and will be interacted with to create more exposure which will target a similar (and more extended) audience.

In addition, a dedicated Advisory Board will be set up. The coordination and establishment of the Advisory Board is arranged further during the project: stakeholders will be informed – and involved - during the project duration to provide feedback (e.g., on set requirements, expected battery performance etc.) and recommendations in relation to project findings and market strategy. The advisory board will have the chance to enrich the EPISODE work. At this stage, the following persons/companies have expressed a strong interest to be part of EPISODE' Advisory board:

- Trentar Energy Solutions, from India
- Henkel & Co
- Bouygues energies & services
- Siemens Energy

The **channels** used to influence the EU PV industrial battery sector are international conferences, exhibitions, trade fairs and publications in business and scientific journals, such as listed in Table 2-2. Besides that, EPISODE events, workshops, meetings and informal discussions may be an effective way to discuss the project's findings and outcome and promote the results and products.

2.3.2 Informing the scientific community

The **goal** is to inform the academic community about the scientific insights obtained in EPISODE. The **audience** will consist of scientists working within the areas that are related to the development,

research and manufacturing of sodium batteries. The **main channels** for reaching the scientific community are academic conferences and scientific journals.

Some likely conferences for scientific discussions on EPISODE results (published or unpublished) via poster or oral presentations are listed in [Table 2-1](#). The fourth row in [Table 2-2](#) on the next page shows examples of journals relevant to EPISODE where results will be published. Following the EC open access policy, all scientific peer-reviewed papers will be published open access.

Table 2-1: List of (possible) dissemination activities at conferences, workshops and other events

Conference/workshop - (date & location)	Oral/poster contribution - topic	Partner(s)
2 nd WattsUp Conference, 24.09.2025, Madrid, ES	Oral – “Current state and challenges in LCA and carbon foot printing for batteries”	UAH
Future Battery Forum, November 25-26-2025, Berlin, Germany	Booth and 2-3 persons attending, taking part in panel discussion on hard carbon	UPC
Global Battery Alliance, Dec 9-10 2025, Brussels, Belgium	Attendance for networking related to hard carbon as anode material	UPC
SETAC Annual meeting, 17-21.05.2026, Maastricht, NL	Poster – sustainability indicators and material screening	UAH, KIT
16 th International conference on Renewable and Clean Energy (March 2026, Osaka, Japan)	Oral - Preliminaries in Data-Driven Prioritization of Sustainability Indicators for Stationary Energy Storage: An Interpretable Machine Learning Approach	KIT, UAH
SAM Conference, 26-27.05.2026, Liège, BE	Oral – Methodological challenges for sustainability assessment	UAH, KIT
7 th World Congress of Environmental and Resource Economists (WCERE) (June 2026, Cercavelos-Cascais, Portugal)	Oral/Poster - on the topic of LCA and carbon foot printing for batteries and sustainability indicators	KIT
7 th International Sodium Battery Symposium (Sep 2026, Germany)	Oral/Poster – Present potential outcomes and key novel findings of WP2 relating to process development from materials, electrodes to cells.	WMG
250 th ECS Meeting (Oct 2026, Canada)	Oral– Present potential outcomes and key novel findings of WP2 relating to process development from materials, electrodes to cells.	WMG
Battery Innovation days, 2026/27)	Oral - Present potential outcomes and key novel findings of WP2 relating to process development from materials, electrodes to cells.	WMG
International Battery Association Conference (IBA-2027, USA)	Oral/Poster – Present potential outcomes and key novel findings of WP2 relating to	WMG

	process development from materials, electrodes to cells.	
Materials Research Society (MRS – Fall 2027, USA)	Oral/Poster – Present potential outcomes and key novel findings of WP2 relating to process development from materials, electrodes to cells.	WMG

Furthermore, KIT, UAH and WMG may organise several academic workshops (e.g., on LCA, Safe and Sustainable by Design principles) within the EPISODE project. These workshops aim to educate students and researchers, and are also useful to provide information and feedback to the EPISODE project, i.e., with respect to new developed technologies and methodologies.

Throughout the lifetime of the project, synergies and clustering activities with related EU projects will be investigated. With respect to the other funded projects under the same call, EPISODE will expect to cluster with the SPRINT and Atena+ project. These sister projects, like EPISODE, aim to bring forward sodium battery technology. Thus, together with these sister projects, dedicated policy events and briefs could be developed to engage a policy audience and disseminate project findings. In addition, each partner will disseminate proprietary project results within the channels they consider relevant for increasing stakeholders' awareness and impact.

Stakeholder mapping and outreach will be performed (also) via the most important battery platforms and associations where the EPISODE consortium is represented such as the Batt4EU partnership and the JRC (e.g., in relation to the LCA methodology).

2.3.3 Informing the general public

The **aim** of one of the EPISODE business cases is to commercialise SIB based home storage systems as quickly as possible. As such, a main part of the EPISODE CDE strategy will be to **inform the broader European public** (audience) about the EPISODE goals and make clear that a safe and cheap solution for local energy storage is available in the near future. This means that when reaching the broader public, not only channels like the website and newsletters will be used during the project lifetime, but in close collaboration with the marketing departments from FAAM, ENBW/SENEC and Enel Group, **channels** like European magazines, TV, radio, social media will also be used to disseminate the EPISODE solutions. In addition, by presenting the exciting aspects of the new technology it can inspire new students to get an education in the relevant fields. In this way, EPISODE will be incorporated into the teaching portfolio of the project partners and expert courses given to professionals in the battery field, thus further leveraging outreach.

2.3.4 CDE measures for the different groups

Table 2-2 lists the main CDE measures already identified and their links to specific targets groups and related performance indicators.

Table 2-2. Quantification (KPIs) of EPISODE dissemination and communication activities

Tool – Audience	Objectives / possibilities	KPIs
Project website (D) – Policy makers, professionals, research community, industry and general public	Make target groups aware of the progress of EPISODE, results and their availability.	≥ 1000 views/year; ≥ 8 updates/year
Marketing departments (C) – General public and energy storage professionals and stakeholders	Showcase EPISODE results as part of the EPISODE business cases	≥ 5 posts (videos, TV, radio)
Conferences, exhibitions, trade shows (D) – energy storage sector professionals, research community	Show results, receive feedback	≥ 20 presentations
Scientific publications (D) – Researchers in energy storage disciplines, energy system analysis and system integration	Knowledge dissemination in fully-Open Access journals like: Frontiers in Batteries and Electrochemistry, Adv. Sci., Battery Energy, ChemElectroChem, ChemistryEurope, Energy Science & Engineering, Adv. Mat. Sci. & Eng.	3-5 peer reviewed publications
Electronic newsletter (C) – General public and energy storage professionals and stakeholders	Keep interested parties informed of the project progress and results.	≥ 6 newsletters
Final event (D) – battery (cell/system) industry, related industry platforms and standardisation committees, policymakers, public	Expand the results beyond the consortium; leverage the project results within the industry.	≥ 100 attendees
Social media (LinkedIn, YouTube) (C) – energy storage sector professionals, policy makers, research community, general public	Expand the results beyond the consortium.	≥ 3 (moving to 10) updates/month through partners
Online seminars (D) – energy storage and stationary applications sector professionals, policy makers, research community	Show results, receive feedback	3-5 webinars

2.4 Rules for the dissemination activities in the EPISODE project

2.4.1 Dissemination organisation

The dissemination actions will be organised and led by the coordinator, UNR, supported by all partners. The major dissemination activities will be monitored by the internal half yearly progress reporting with contributions from the entire consortium.

All partners are expected to contribute to the communication and dissemination of the EPISODE project and its developments through their own actions. The communication and dissemination activities of the EPISODE partners include, but are not limited to:

- Publications in scientific and peer-reviewed journal papers.
- Announcements of EPISODE developments on their organisation's website.
- Present the EPISODE project at international conferences, exhibitions and trade fairs

- Keeping the coordinator updated about developments, changes, and notable findings of EPISODE via the dissemination, communication and scientific publication tracking Microsoft forms in a timely manner.
- Informing stakeholders of the progress in EPISODE when met at any technical workshop or event.
- Contribute (also through their organizations' press offices) to gather scientific, industry, policy and media contacts and in regularly updating the dissemination activity list by sending information to the coordinator.
- Supporting in customising the prepared communication material (if needed in the country language and for a local audience)

2.4.2 Rules for dissemination and publications

The rules for dissemination and publication are described in the Consortium Agreement section 8.4 (Dissemination) and the Grant Agreement Article 17 (Communication, Dissemination and Visibility).

As stated in the Consortium Agreement, before any planned publication (which is a scientific publication in either a journal or for a conference), the publishing party should notify the rest of the consortium 60 days in advance of the submission date:

"Prior notice of any planned publication shall be given to the other Parties at least 60 calendar days before the 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 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted." (§8.4.2.1, EPISODE Consortium Agreement).

Any communication and dissemination activities (for example publications) in the project, including the project website have to display the European emblem with marking Co-Funded by EC, either by the horizontal (Figure 2-3) or the vertical emblem (Figure 2-2) supplied below. The emblems can be downloaded from the internal Sharepoint of the EPISODE project, but can also be downloaded from the EC logo-download centre [Inforegio - Download centre for visual elements](#).



**Co-funded by
the European Union**

Figure 2-3 EU emblem horizontal



**Co-funded by
the European Union**

Figure 2-2 EU emblem vertical

When displayed in association with another logo, the European emblem will be given appropriate prominence. Furthermore, the following statement needs to be included next to the EU emblem (from the Grant Agreement, Art. 17.3): "Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them."

2.4.3 Specific rules for scientific publications with respect to Open access

EPISODE partners wishing to publish in a scientific journal on project results, must **ensure open access** to peer-reviewed scientific publications relating to their results. In particular, they **must** ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements. Metadata of deposited publications must be open under a Creative Commons Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

3 Communication & Dissemination tools

3.1 Brand identity and specific communication tools

A brand identity refers to the visual and non-visual elements that represent a company, a brand, or in this case a project, including the logo, colours, typography, and other design elements. It encompasses everything that helps distinguish a project from its competitors and creates a recognisable and cohesive image of the brand for stakeholders. A strong brand identity is important for several reasons.

A few examples are:

- **Build Credibility:** a strong brand identity can help build credibility and trust with stakeholders. By presenting a professional and consistent image, the project can demonstrate that it is well-organised, reliable, and capable of delivering on its promises.
- **Create Awareness:** a strong brand identity can help create awareness and generate interest in the project. By developing a unique and memorable visual identity, messaging, and personality, the project can stand out and e.g., attract the attention of potential future customers.
- **Facilitate Communication:** a strong brand identity facilitates communication and creates a sense of unity among project partners. By using consistent messaging and visual elements, the project can ensure that everyone involved is updated and working towards the same goals.
- **Increase Exploitation Opportunities:** a strong brand identity can increase exploitation opportunities by attracting attention of potential investors, partners, and end users. By presenting a professional and compelling image, the project can demonstrate its potential and ensure the exploitation of project results.

In summary, a strong brand identity is essential for a funded project because it can help build credibility, create awareness, facilitate communication, and increase exploitation opportunities. It can also help ensure that the project is well-positioned to achieve its goals and deliver value to its stakeholders.

3.1.1 Logo

The brand identity start with choosing the right project logo. For the EPISODE project, Uniresearch (UNR) hired a graphic designer who has a substantial amount of experience with designing project logo's and creating brand identities. In the briefing of the project to the designer, the following focus was mentioned: sodium batteries as non-lithium alternatives and will be used as stationary storage battery solutions. Next to the key focus points, the designer also got introduced to the main objectives of the project. Considering these points, the designer got to work and delivered several logo concepts of which the following one (see [Figure 3-1](#)) was chosen: The logo shows a link with the + and – sign typically associated with poles in a battery (i.e., when members of general audience think of batteries, they often link with AA(A) batteries). The linked letters p and d provide a sense of symmetry. With the SO marked in a different colour, the logo provides the hint



Figure 3-1. EPISODE Logo

that the project refers to sodium batteries. The colours of the logo are as shown in [Figure 3-2](#).



Figure 3-2 Colour information of the EPISODE logo

Lastly, an icon based on the logo can be used as an icon in communication and dissemination materials. For example, in PowerPoint presentation templates, the icon can be used as the standard bullet point.



Figure 3-3 EPISODE icon based on the EPISODE logo, using the EPISODE colours

3.1.2 Project website as main communication channel

The project website (<https://episode-sodium.eu/>) is one of the main, if not the most, important tool to communicate the project's brand identity. All project related information can be found on the website, and it is used for the following:

- Acts as contact point for interested third parties
- Provides a brief project summary and project information
- Provides company / institute profiles of each partner and a link to their websites
- Informs the (general) public on the most relevant project results and public deliverables
- Hosts the publications (and flyer and project general presentations) and summaries of technical publications of the project for the general public
- Provides links to other relevant activities, linked projects and events
- Contains contact details of the project coordination
- Contains the possibility to subscribe to the newsletter

The figures below show several screenshots from the project website at the time of writing this deliverable. The website will be continuously updated with new results and information related to the project. The images chosen for the front page and the project page are current images from R&D and production facilities at FAAM. Once the EPISODE production-lines are developed, these images may be replaced with ones taken from the sodium battery production line.



[Project](#)
[Results](#)
[Publications](#)
[News / Events](#)
[Partners](#)
[Contact](#)

[Media kit](#)
[Newsletter](#)

EPISODE project

PROJECT RESULTS TIMELINE



News / Events

All news and events related to EPISODE project can be found below.



Get to know Martina Romio from FAAM-FIB S.p.A.

July 2025 | FAAM will coordinate and manage the EPISODE project, playing a central role in the technical,.....



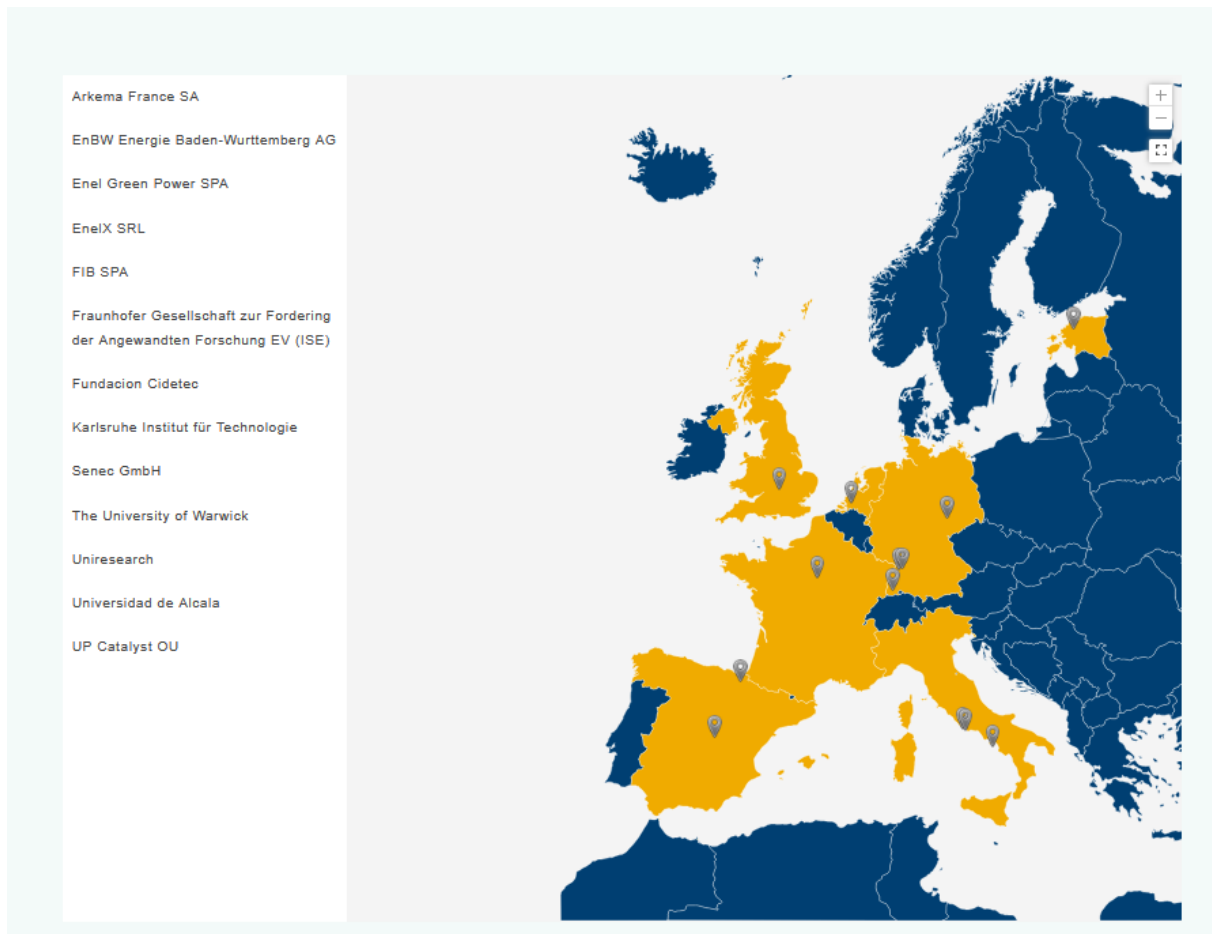
EPISODE partner UAH host SAM-19

February 2025 | SAM Conferences aim at exchanging and developing inter-and multidisciplinary approaches



EPISODE kick-off meeting

February 2025 | Organized by coordinator FAAM, the EPISODE Kick-off-meeting took place in Teverola.



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3.2 Project flyer and project general presentation

To promote the project to a wide audience and to the specific target groups, a project flyer will be created in line with the project branding and identity. The flyer will have an attractive appearance and contains details on the main objectives of the project, the expected achievements and a list of project partners. This flyer will be distributed to the target group database, made available on the website and distributed at conferences and exhibitions.

To be able to present the EPISODE project in a consistent way, a general presentation will be created which can be used by all partners to present the project (and its preliminary results if agreed with all involved partners) as well internally as externally. This general presentation will consist out of all most relevant information available at that present time, objectives, concept, structure, expected results and key figures of the project. This presentation will be updated throughout the project runtime and can be downloaded from the website's media kit.

3.3 Newsletters

Bi-annual newsletters will be published for the general public and specific target groups, to communicate and disseminate project results, to promote events, and to promote any other project related news. The general public can subscribe to the EPISODE newsletter on <https://episode-sodium.eu/newsletter/>. All newsletters will also be posted on the project website after distribution.

3.4 Tracking and monitoring of CD activities and scientific publications

For the continuous reporting to the European Commission, all partners need to report on their communication and dissemination activities. In order to make this as efficient as possible, and to make sure no activities are overlooked, a set of online Microsoft Forms have been created and posted on the EPISODE project internal sharing platform Mett. Project partners are asked frequently to update the forms, completing all asked data fields (which correspond to the data asked for by the European Commission).

3.5 Preparation for exploitation activities

The consortium of the EPISODE project will have IPR management, which will assist IP protection and creation throughout the full project lifetime based on rules described in the EPISODE Consortium Agreement. For the various key exploitable results (KERs) an initial IP strategy has been prepared and this will be elaborated upon in the upcoming Deliverable D6.5 – Exploitation plans and initial IP management. Updating this initial strategy will support project partners to file patents strategically in EU and in non-EU markets. The EPISODE Consortium Agreement contains aspects on: 1. Background knowledge per partner & 2. Specific limitations and/or conditions for implementation and exploitation. The quality of the IPR protection is ensured by the coordinator FAAM and the Exploitation and innovation Manager (EGP) in a timely manner. In general, the principles of IPR aspects are set out by the Horizon Europe Program Guide and will be applied in EPISODE. As agreed upon, the already existing key knowledge such as background or existing IPR of specific partners will be respected and transfer conditions to other partner(s) within the consortium will be done according to the listed conditions of the background knowledge written in the EPISODE Consortium Agreement. Using existing knowledge from other partners is strictly limited for use towards achieving the project goals and for the lifecycle of the project.

4 Conclusions

This document provides the Communication & Dissemination strategy and plans of the EPISODE project. During the project, this document will be a living document with an updated plan for dissemination activities related to exploitation plans provided in M24. This document and the corresponding dissemination activity tables (publications, journals, conference distributions, etc.) as stated in the document will be updated on a regular basis as well as tracking and tracing the different activities via the internally available Microsoft forms. Updates on the project results will be made accessible on the project website, as long as it does not interfere with intended Exploitation and Intellectual Property Protection strategies.

5 Risks and interconnections

5.1 Risks/problems encountered

At this stage, there are no risks encountered concerning the CDE strategy and plan

Risk No.	What is the risk	Probability of risk occurrence ¹	Effect of risk ¹	Solutions to overcome the risk

¹⁾ Probability risk will occur: 1 = high, 2 = medium, 3 = Low

5.2 Interconnections with other deliverables

This Exploitation plans in this plan will be further elaborated upon in D6.5 and D7.4, While D7.3 will provide at the end of the project an overview of the performed CDE activities.

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Project partners:

#	Partner short name	Partner Full Name
1	FAAM	FIB SPA
3	EnBW	ENBW Energie Baden-Wurttemberg AG
3.1	SEN	SENEC GMBH
4	EGP	ENEL GREEN POWER SPA
4.1	EnelX	ENEL X SRL
5	ARK	ARKEMA FRANCE SA
6	UPC	UP CATALYST OU
7	CID	Fundacion CIDETEC
8	ISE	Fraunhofer Gesellschaft zur Forderung der Angewandten Forschung EV
9	UAH	Universidad de Alcala
10	WMG	University of Warwick
11	KIT	Karlsruher Institut für Technologie
12	UNR	Uniresearch B.V.

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