

Towards a European-wide harmonised transport-specific LCA Approach

TranSensus LCA

Coordinated and Support Action (CSA)

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Coordinator:

Thilo Bein & Felipe Cerdas

Fraunhofer LBF & IST

Bartningstr. 47 – 64289 Darmstadt - Germany

Phone +49 6151 705 463 | +49 151 74416873

E-mail thilo.bein@lbf.fraunhofer.de | felipe.cerdas@ist.fraunhofer.de

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WP Leader approval	Fraunhofer LBF	Thilo Bein	Date: 19.07.2023 Signature: Thilo Bein
Approval on behalf of the SC	Fraunhofer IST	Felipe Cerdas	Date: 21.07.2023 Signature: Felipe Cerdas

CONTRIBUTING PARTNERS		
	Beneficiary	Name
Document Manager	Fraunhofer LBF	Thilo Bein
Partner 1		
Partner n		

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EXECUTIVE SUMMARY
<p>This report describes the dissemination and communication strategy of the TranSensus LCA project. It is extension to the outline for the use and dissemination of foreground as described in the description of work. Different dissemination measures are described in detail.</p>

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I. Introduction

This deliverable summarises the dissemination strategy of the TranSensus LCA project, as part of the WP 6 activities, at the start of the project. All dissemination activities will be coordinated by the project secretariat run by the Fraunhofer LBF.

The overall aim of the Dissemination and Communication (D & C) plan of TranSensus LCA is to engage key stakeholders throughout the value chain, as well as decision-makers, standardisation bodies and the general public in the consensus building process, and to spread awareness of the project and the project's results. This will increase the probability of the results being used at the end of the project by the target groups and ensure the consumers and the general public are informed about the recommended, harmonised life-cycle guidelines and the standardisation efforts.

The final summary of dissemination actions undertaken by the consortium will be reported at the end of the project.

I.1 Dissemination rules

All TranSensus LCA beneficiaries and associated partners will follow dissemination rules as described in the General Conditions annex of the Grant Agreement and in the TranSensus LCA consortium agreement. Main rules to apply for any dissemination action are:

- All dissemination actions will be coordinated by the work package 6 leader, Fraunhofer LBF, which reserves the right to reject or request changes to any material.
- According to EC rules, all publications are required to include a reference that the project has received funding from the European Union, under the Horizon Europe research and innovation programme, in the form of text (e. g. in the case of scientific publications) and/or the EC logo (Figure 1). Such reference has been defined as follows:
 - For publications: The presented work was funded by the European Commission (Horizon Europe) within the project TranSensus LCA (Grant agreement No: 101056715), <http://lca4.transport.eu>.
 - For presentations, posters, flyer's,.....: use of logo according Fig. 1, in addition inclusion of the disclaimer *“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 CINEA. Neither the European Union nor the granting authority can be held responsible for them.”*



GA # 101056715

Figure 1. Logo with GA # to be used as reference to EU funding

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- Any publication or presentation related to the project must be announced to the project secretariat and Steering Committee (SC) in advance. This can be done via the secretariat, with copies to coordinators, as soon as they are planned. The announcement should include at least i) the author list, ii) name of journal, conference or platform and iii) content (briefly).
- The SC will review and approve the publications and presentations based on the abstracts within 2 weeks. If no feedback is provided within this timeframe, it will be considered as approval. Final versions of the publications and presentations must be provided to the SC via the secretariat 4 weeks prior to submission for publications and 2 weeks prior to presentation.
- Publications will also be sent to the consortium by the project secretariat for approval within 2 weeks. Again, if no feedback is provided, it will be considered as approval. Presentations, on the other hand, will only require approval from the SC or the coordinators. The final version of the publication and presentation will be uploaded to the project intranet.
- If the standard presentation of the project is used only, no approval is required, but a notification to the secretariat is necessary.
- Cross-institutional collaboration for publications and presentations are encouraged to foster a collaborative approach within our consortium.

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II. Target Groups

In view of dissemination three target groups have been identified described in the following.

II.1 Industry, research and aca-demic stakeholders

This target group is addressed particularly in regard to building a consensus for a single life-cycle approach for the mobility sector that aims to improve comparability, transparency and reliability of LCA results. The target group regarding the battery and automotive value chain consists of

- Industry from the battery and vehicle value chain (not already engaged with TranSensus LCA) such as
 - Automotive OEMs: Mercedes-Benz, Volvo Cars, Hyundai, Jaguar Landrover, DAF, Daimler Truck
 - Automotive Supplier: Bosch, Schaeffler, Continental, ZF, Benteler, Hutchinson, Magna, Mondragon Coop., Plastic Omnium, Magneti Marelli, Brembo, Saint-Gobain, etc...
 - Battery: ACC, Varta, BMZ, BorgWarner Akasol, etc...
- End-of-Life service providers
 - Interzero, Comet Traitement, Remondis,
- Energy sector
 - EDF, Iberdrola, EnBW, Vattenfall, E.ON,
- Logistics
 - GRUBER Logistics, DHL, Schenker, Proctor&Gamble,
- RTOs
 - VTT, Sintef, DLR, AIT, Flanders Make, TNO, RISE, Inegi, Leitat, CIDETEC, ...
- Universities
 - Chalmers, Aalto, KU Leuven, TU Berlin,

Complementary in addressing each stakeholder individually, the various target groups will be contacted through related associations or partnerships like EUCAR, CLEPA, EARPA, ECTRI, Recharge, EuRIC, ERTICO, BEPA, 2Zero or EARTO.

Besides, stakeholders from other transport modes and applications are of interest in view. These stakeholders will be addressed through their associations, platforms and partnerships like EMIRI, ERRAC, ACARE or WATERBORNE.

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II.2 Decision-makers, policy-makers, regulators, standardisation bodies and public bodies

This target group is addressed to raise awareness of the project and its results, and to promote the use of the results in policies and strategies that aim to reduce economic, societal and environmental impacts. The target group consists of (non exclusive)

- European Commission
 - DG RTD, DG ENV, DG CLIMA, DG ENERGY, DG GROW, CINEA, JRC
- Member States
 - Germany, France, Italy, Spain, Belgium, The Netherlands, Sweden, Finland, Austria, Slovenia, ...
- Standardisation bodies
 - CEN/CENELEC, ISO, DIN

II.3 General public

The general public is addressed to raise awareness of the project and the project's results, and to educate and inform consumers and society as a whole on life-cycle methods used for assessing economic, societal and environmental impacts of the mobility sector. The general public is understood as citizens and representing organisations at European, national and regional level.

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III. Dissemination measures

III.1 Website

Central element for TranSensus LCA dissemination and communication effort is the project website (www.lca4transport.eu, see D 6.1). Through the website all deliverables classified as public (17 out of 21) will be made available as well all public workshops and consultations be announced. Furthermore, interested stakeholders or general public can register for the newsletter to get informed on the project.

III.2 Newsletter

Every six month a newsletter will be distributed informing on latest progress and results as well as on upcoming activities. The newsletter will be distributed to registered stakeholders and general public, through relevant associations, platforms and partnerships (see II.1). The newsletter will also be published on the website and on LinkedIn. The 1st newsletter is foreseen for M 9 (September 2023). A distribution to > 1.000 recipients is targeted for.

III.3 Social media

A LinkedIn group is foreseen to communicate results and upcoming events. The LinkedIn Group will be moderated by the Fraunhofer LBF and promoted through the project website, the newsletter and linked associations. At least 500 followers are defined as KPI.

III.4 Media kit

The available material for dissemination has already been described in D 6.1. Besides, a press release has been published and distribute to all partners for own use.

III.5 Expert workshops and public consultations

In order to engage with wider stakeholder groups and the public, expert workshops and public consultations are foreseen (see also D 4.1). The expert workshops will be initiated by the work packages and organised by the project secretariat on demand. The same applies to public consultations on the proposed LCA approach. Applying professional tools the project secretariat will organise and manage the public consultations on demand. Both, the expert workshops and the public consultations will be communicated through the project's website, the newsletter, the linked associations and through the LinkedIn group.

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III.6 Publications, conferences and workshops

All partners are encouraged to publish scientific paper and to active participate in conference or workshops. A list of relevant journals and magazines as well as conferences, workshops or exhibitions can be found in Tab. 1 and Tab. 2, respectively.

Table 1. List of relevant journals and magazines (non-exclusive)

No.	Name	Type
1	ATZ/MTZ magazines	Magazine
2	Automotive Engineering International	Magazine
3	Automotive engineer	Magazine
4	Automotive design	Magazine
5	International Journal of Vehicle Design	Journal
6	International Journal of Life Cycle Assessment	Journal
7	Journal of Circular Economy	Journal
8	Circular Economy and Sustainability	Journal
9	Energy Reports	Journal
10	Transport Policy	Journal
11	Sustainable Materials and Technologies	Journal
12	European Transport Research Review	Journal

Table 2. List of conferences, exhibitions, and workshops (non-exclusive)

No.	Name	Type	Activity
1	Smart Freight Week	Conference	Workshop
2	4 th Lightweight Forum	Conference	Panel
3	ERTRAC 20 Years Anniversary Conference	Conference	Keynote, panel
4	European Conference on Results from Research Projects on Road Transport 2025	Conference	Presentation
5	Transport Research Arena 2024	Conference	Strategic session
6	Transport Research Arena 2026	Conference	Presentation
7	11th International Conference on Industrial Ecology	Conference	Poster
8	11th International Conference on Life Cycle Management	Conference	Presentation
9	EUCAR Annual Event	Conference	Project book
10	EARPA Spring/Autumn Meeting	Other	Presentation
11	International Battery Production Conference 2023	Conference	Presentation

III.7 Training

TranSensus LCA will organise dedicated training workshops for its beneficiaries and associated members. At the beginning, a training is foreseen on Social LCA assuming that beneficiaries and associated members are familiar with standard LCA. Once a matured status on the TranSensus LCA harmonised approach has been achieved, a specific lecture will be prepared to train experts within the TranSensus LCA consortium (beyond those involved in defining this approach). This training material will be used at the end of the project to organise a training event for external interested stakeholders. After the project end, the training material will be made available to all partners for further use e. g. in Marie Curie Initial Training Networks, Summer Schools or internal training.

III.8 Other measures

Besides the forementioned measures, TranSensus LCA will strive for as much communication to all relevant stakeholders as possible. As such TranSensus LCA seeks links with complementary on-going initiatives as described in D 4.1. All partners are also encouraged to implement TranSensus LCA in internal and public funded projects.

Furthermore, a promotional video is planned highlighting the main results of TranSensus LCA.

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IV. Summary

The philosophy of TranSensus LCA is to address as many stakeholders as possible. As such, most of the deliverables are public and several activities are foreseen to engage the wider stakeholder community through e. g. workshops or public consultations. A summary of measures and related KPIs is given in Table 3.

Table 3. Summary of dissemination and communication measures

No.	Measure	KPI	Value
1	Project's website	# of visits per month	200
2	Newsletter	# of recipients	> 1.000
3	Social media (LinkedIn)	# of followers	500
4	Media kit for dissemination activities	-	-
5	Experts workshops	# of workshops	> 3
	Public consultations	# of consultations	> 2
6	Publications	# of publications	> 20
	Participation in conference, exhibitions or workshops	# of events participated	> 30
7	Training	# of training events	> 3
8	Interaction with other initiatives	# of initiatives actively interacted with	> 4
	Promotional video	# promotional videos	1