



OPTIMISED DYNAMICS OF HIGH VOLTAGE POWERTRAINS
DEVELOPING SUSTAINABLE SYSTEMS FOR ELECTRIC VEHICLES

D7.1 Dissemination and Communication Plan & Activities, first version

Q-PLAN International

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Executive Summary

This document constitutes the first version of the ODYSSEV project's Dissemination and Communication Plan (DCP).

ODYSSEV is shaping the next generation of high-voltage powertrains (1200V and above) for battery electric vehicles (EVs). The project is developing advanced automotive power converters, optimised powertrain components and novel electronic topologies, integrating innovative features and prototyping across every key component of the powertrain, including the on-board charger (OBC), battery pack, inverter, motor and thermal management system. The project will culminate in the integration of these developed technologies into a real vehicle demonstrator. This validation under real driving conditions will showcase the performance, reliability and market readiness of next-generation C-segment EVs.

The document describes the overall communication activities and awareness-raising, dissemination of project results, management of all relevant activities, and partners' responsibilities in this respect. It includes specific actions and activities that will be carried out by the ODYSSEV consortium members in order to ensure success and maximum publicity for the project and its results. With that said, this deliverable outlines:

- **What to disseminate** – Chapter two is devoted to basic project-related information that will be conveyed throughout the project.
- **To whom** – Chapter three consists of the key stakeholder groups that will serve as the main audiences for the project's dissemination and communication activities.
- **How** – Chapter five entails the channels and tools that will be utilised by project partners in order to successfully implement the dissemination and communication activities.
- **When** – Chapter six provides a time frame to ensure that the timing of the dissemination and communication activities is appropriate, during the lifespan of the project and beyond.
- **Monitoring of the process** – Chapter seven identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts and actions over the course of the project.

As an integral component of its dissemination and communication strategies, ODYSSEV actively seeks to establish synergies with relevant projects and initiatives. This strategic approach is designed to cultivate collaboration, facilitate knowledge exchange, promote the development and adoption of best practices, and engage in joint communication activities.

The DCP will be updated in December 2027 (M24) and its final version will be available at the end of the project in June 2029 (M42). The updates will include results and metrics of the dissemination and communication activities by the time of reporting.

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List of Terms and Definitions

Table 1. Terms and Definitions

Abbreviation	Definition
AHXS	Adjustable Hybrid Cross Switch
BMS	Battery Management System
DC	Direct Current
DCP	Dissemination and Communication Plan
DoA	Description of the Action
EC	European Commission
ECPE	European Center for Power Electronics
EU	European Union
EV	Electric Vehicle
GA	Grant Agreement
GDPR	General Data Protection Regulation
HV	High Voltage
IEEE	Institute of Electrical and Electronics Engineers
KER	Key Exploitable Result
KPIs	Key Performance Indicators
M	Month
OBC	On-Board Charger
OEM	Original Equipment Manufacturer
SMA	Social Media Accounts
SoA	State of the Art
SSbD	Sustainable and Safe by Design
T	Task
VSI	Voltage Source Inverter
WP	Work Package

1. Introduction

1.1 Scope of the Deliverable

This report, titled “D7.1 Dissemination and Communication Plan and Activities, first version”, aims to design the strategy, plan and activities to be implemented under the ODYSSEV project, with a view to maximising the project’s visibility and successfully convey its key messages and content to target audiences, identifying and employing the most suitable channels to spread them. Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in designing, planning and implementing their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions. In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools to be utilised and the required actions and resources;
- Define responsibilities among partners;
- Summarise the internal monitoring, evaluating, and reporting of dissemination activities;
- Provide an indicative timetable/work planning of promotion activities during the project.

1.2 Structure of the Deliverable

Taking the above into consideration, the “Dissemination and Communication Plan and Activities, first version”, developed in the framework of Task T7.1 (Dissemination and communication strategy, plan, and activities) is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the Dissemination and Communication Plan (DCP)
- **Chapter 2 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that will serve as the main audiences for the project’s dissemination and communication activities
- **Chapter 4 – ODYSSEV Member of the 2ZERO partnership:** Outlines the key collaborative activities with the 2ZERO partnership
- **Chapter 5 – Channels and tools:** Encompasses all the channels and tools that will be utilised for the dissemination and communication activities of the project, such as the project’s website, social media accounts (SMAs) etc.
- **Chapter 6 – Timeline and Implementation plan:** Provides the timeframe for the communication and dissemination activities of the project partners
- **Chapter 7 – Key Performance Indicators (KPIs) and monitoring:** Identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project
- **Chapter 8 – Conclusions:** Pertains to the main decisions and aspects of the DCP as well as the way forward.

The Annexes include the dedicated forms for the dissemination and communication activities lists (News reporting form, Synergies list and “Dissemination and Communication reporting template”) to facilitate collaboration within T7.1 and ensure useful resources for the project channels.

2. Dissemination Assets

The assets that follow will be disseminated by all partners with a view to maximising the project's impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (these groups will be further described in Chapter 3).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim and strategic objectives of the project will be widely disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics.
- **News, achievements, and results:** During the project, news, achievements, and results will be published through press releases, on the project's website or partners' websites to inform stakeholders about the project and its contribution to electric vehicle efficiency.
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project, and their results will be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating.
- **Key project results and assets:** Key project assets, as depicted in the following Table 2, will be disseminated as widely as possible in order to stimulate the interest of prospective end-customers and nurture the ground for their post-project rollout.

Table 2. ODYSSEV's Main Assets/Results ¹

ODYSSEV's main assets/results
Multi Direct-current (DC) Bus Voltage for high-voltage (HV) battery pack
HV on-board charger (OBC)
Quasi-Multilevel Voltage Source Inverter (VSI) combined with Adjustable Hybrid Cross Switch (AHXS)
Reconfigurable AHXS converter with ultimate diode performance
Topology optimization framework for electrical machines
Efficiency optimization model for electrical machine coupled with AHXS inverter
Cloud-based virtual development environment
Hierarchical control infrastructure embedded in a multiobjective, multi-level control design problem
INTEMA.EV tool for dynamic energy simulations
ODYSSEV HV electric powertrain
ODYSSEV Sustainable and Safe by Design (SSbD) approach
Research data and scientific publications
Standardization and regulatory recommendations

¹ These are the ODYSSEV main assets/results as introduced in the DoA. They will be updated via activities foreseen in T7.2 Innovation management, exploitation, and sustainability.

3. Targeted Stakeholder Groups

The key stakeholder groups targeted via dissemination and communication activities of ODYSSEV are outlined in the following table:

Table 3. ODYSSEV's Main Target Stakeholder Groups

Target Stakeholder Groups	
1. Technology providers, commercial / industrial stakeholders	• Networks and associations like EGVIafor2Zero, the Chips Joint Undertaking (Chips JU, including AENEAS, EPoSS and INSIDE), the European Association of Automotive Suppliers CLEPA, the European Automotive Research Partners Association EARPA (where CERTH's laboratory is involved), the hub for the advancement of transformational automation and control technologies NCCR Automation, etc. • Automotive Providers who may develop their products based on ODYSSEV's solutions or businesses that may serve as partners/ collaborators (e.g., technology and software providers, and hardware manufacturers). • Commercial/Industrial entities that may serve as end-users/ adopters of ODYSSEV's solutions whether as manufacturers of one or more of its components or designers or integrators of the whole system in the new generation of electric vehicles (EVs): (i) Original Equipment Manufacturers (OEMs), (ii) system designers, (iii) TIER 1 and 2 companies.
2. Academia and Researchers	• Academia, researchers, and experts focused on advancing the ODYSSEV cross-cutting scientific fields (e.g., Electric Powertrains, Advanced Power Electronics, OBC, Battery Management System (BMS), Vehicle Control, Systems Integration, etc.). • Related EU-funded projects/initiatives including Horizon Europe (e.g., HiVEP, GEN1200, Enlighten projects sister projects or from other relevant topics such as those from Key Digital Technologies- KDT) and other programmes.
3. Governmental / policy stakeholders and public bodies	• National and EU regulators and policymakers (e.g., industry committees, ministries and regional councils). • EU Institutions and Agencies (e.g., the EC, European Science Foundation)
4. Other stakeholders	• General public, End-users, and Open platforms and databases for sharing data, lessons learnt, best practices, etc



5. Channels and Tools

ODYSSEV uses a blend of online and offline communication channels and activities with a view to maximise the project's visibility to its stakeholders. These channels and activities are presented in the list as follows:

- Graphical identity (logo, branded templates for reports and presentations)
- Promotional material (leaflet, poster, infographics poster, banner), videos, and newsletters
- Project website
- Project social media accounts on LinkedIn, Facebook, X, Youtube and partner's SMAs
- Participation in external events and conferences
- ODYSSEV events (webinars, workshops, and final conference)
- Synergies with relevant initiatives, particularly with the 2ZERO partnership (further details about this synergy, and other potential synergies, are described in Chapter 5.4).

The dissemination and communication assets of the project will be distributed through the above-mentioned channels and tools to all targeted groups. Q-PLAN has shared guidelines for the expected use of communication and dissemination channels with the consortium during the kick-off meeting on the 28th of January 2026, at the work package 7 (WP7) presentation.

The following table lists key channels for dissemination to be used throughout the course of the project.

Table 4. ODYSSEV Dissemination Channels

Channel	Description	Groups*
Publications in scientific journals	ODYSSEV's outputs, having research and commercial interest and impact, will lead to high-quality publications, disseminated to top relevant high ranked journals.	1-3
3rd party events and conferences	ODYSSEV partners retain access and will attend major electric mobility exhibitions and trade fairs to disseminate the project outcomes.	1-3
Project workshops and events	Workshops, webinars and other events organised by the project will promote the exploitation of its outcomes to all ODYSSEV stakeholders, and communicate the project to the public.	1-4
Consortium networks	ODYSSEV partners have access to key stakeholder networks and will participate in networking activities to disseminate the project's outcomes	1-4
Communication activities	ODYSSEV communication activities (video, newsletter, web portal, social media, synergies with other key projects, etc.) will communicate and disseminate key project results.	1-4

*1=Technology providers, commercial/industrial stakeholders; 2=Academia and Researchers; 3= Governmental/policy stakeholders and public bodies; 4=Other stakeholders

In addition, the following table summarises a preliminary set of the key messages addressed towards each targeted stakeholder group of ODYSSEV as well as the set of dissemination and communication tools of the project used to convey them.

Table 5. Key Messages and Tools used for ODYSSEV's Targeted Stakeholder Groups

Target Group	Tools and channels	Key Messages
General Public	Promotional material, video and newsletters; Social media; Web portal; Trade fairs and exhibitions.	Economic and societal potential from novel high voltage electric powertrains; New EU-funded research on cutting edge electric mobility solutions
Technology Providers	Publications and conferences; Trade fairs and exhibitions; Web portal; ODYSSEV events.	Opportunities to improve existing powertrain solutions and research practices; Novel approaches on configurations of power electronics; New simulation and control models
Commercial/Industrial Adopters	ODDYSEV events; Trade fairs and exhibitions; Synergies with other projects; Social media; Web portal.	Technical and cost efficiency gains; Cost models and replication potential; HV powertrain evolution, needs and challenges; Electric powertrain market trends
Academia and Researchers	Promotional material, video and newsletters; Publications and conferences; Open platforms and repositories; Synergies with other projects; Web portal; Social media.	Opportunities to improve research capacity; Improvements of the State of the Art (SoA) in electric mobility solutions, outcomes for educating future professionals
Policymakers and Regulators	ODDYSEV events; External events; Personal contacts	Socio-economic and environmental benefits of ODYSSEV solutions; Regulatory and standardisation concerns that need to be addressed

5.1 Graphical Identity and Promotional Material

The design and creation of the project's graphical identity (i.e., logo, templates, etc.) aim to ensure consistency in the project communication and promotional material throughout its duration. Promotional material will be mainly used at project workshops, webinars and external events where ODYSSEV partners participate. It will be used, also, in the everyday publicity of the project. Moreover, press releases (on ad hoc basis), newsletters (on a bi-annual basis), leaflets, posters and infographics will stress and demonstrate with evidence the benefits of ODYSSEV, providing incentives for the involvement of different stakeholder groups in project activities, as well as foster their exploitation and uptake beyond the end of the grant.

Keeping that in mind, the main promotional material of the ODYSSEV project is described in the following sub-sections. Each partner will be responsible for translations (if considered necessary) and printing the material according to its specific needs. Partners should always consult and request approval from the Dissemination Manager/T7.1 Leader Q-PLAN before producing any kind of promotional material.

5.1.1 Project Logo

The ODYSSEV project logo was developed on the eve of the project (M1) to meet the visual and graphic requirements of the project. Before the kick-off meeting, various logo options were shared with the partners in order to allow them to express their preferences and select the design that the partners consider more appropriate for the project visibility and communication. The selected logo of ODYSSEV (presented in Figures 1,2,3 and 4) was adopted in agreement with the partners (8 out of 14 partners chose this option).



Figure 2: ODYSSEV's project logo, 1st version



Figure 1: ODYSSEV's project logo (coloured), 1st version



Figure 4: ODYSSEV's project logo, 2nd version



Figure 3: ODYSSEV's project logo (coloured), 2nd version

The project's logo is a combination mark which means that it is comprised of a combined wordmark and a distinctive pictorial/icon mark. The icon and text are integrated together to create an image.

The logo design for this project is primarily centered around a font-based approach, emphasizing the project's acronym. Given the inherently memorable nature of the project's name, the strategic use of robust typography serves to enhance brand recognition significantly. The deliberate choice of a modern font aligns with the project's essence, effectively conveying its contemporary and forward-thinking attributes. This design approach underscores the project's commitment to creating a visually impactful and memorable brand identity.

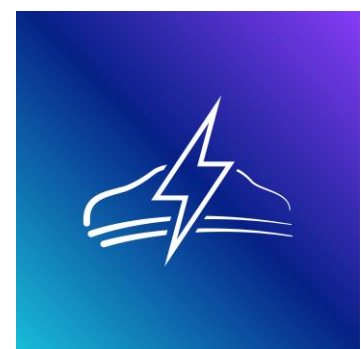


Figure 5: ODYSSEV icon

The icon of the logo, as presented in Figure 5, encapsulates a stylised vehicle silhouette, symbolising the central focus of the ODYSSEV project, about the next generation of battery EVs. Integrated within the vehicle outline is a lightning bolt, representing high-voltage electrification and the development of advanced powertrain technologies operating at high voltage (1200V and above). The flowing lines beneath the vehicle, along with the vehicle shape, evoke the project's cloud-based validation platform, reflecting the digital environment that will be developed to support simulation, integration, and testing of the powertrain components. This carefully

composed iconography communicates the core mission of ODYSSEV: the development, integration, and real-world validation of high-performance electric powertrains, paving the way for the next generation of EVs.

In any communication material, deliverable, presentation, etc., produced within the scope of the ODYSSEV project, the EU flag and funding acknowledgement, as depicted in Figure 6, must be prominently displayed.



Figure 6: The EU flag and funding acknowledgement

In compliance with the EU requirements on dissemination of results, as set in Grant Agreement (GA) number 101192612, Article 17, any dissemination of results (in any form, including electronic), must display the EU emblem with appropriate prominence and also include the following disclaimer:

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5.1.2 Project Leaflet, Poster, Infographics Poster and Banner

The project leaflet, poster, infographic, and roll-up banner illustrated in Figures 7-11 serve as pivotal components within the framework of communication activities, disseminating crucial project information encompassing its aims, objectives, partners, and other pertinent details. These foundational materials were created by February 2026 (M2).

In addition to the overarching project leaflet, poster, banner and infographic, additional promotional materials may be developed to bolster ODYSSEV events throughout the project duration, in accordance with the needs of the respective partners. This adaptive approach ensures responsiveness to the specific requirements articulated by individual partners, thereby enhancing the efficacy of communication initiatives associated with the project.

IN A NUTSHELL

ODYSSEV shapes the next generation of high-voltage powertrains (1200V and above) for battery electric vehicles. In this direction, ODYSSEV develops advanced automotive power converters, optimised powertrain elements and novel electronic topologies. These outcomes emerge from the integration of innovative features, configurations and prototyping at every single element of the powertrain (on-board charger, battery pack, inverter, motor and thermal management system).

ODYSSEV tests the powertrain under real driving conditions, paving the way for the deployment of next generation of C segment in the market of electric vehicles.

LOCATIONS OF RESEARCH, DEVELOPMENT AND TESTING



PROJECT PARTNERS

	CIRCE – CENTRO TECNOLÓGICO https://www.fcirce.es/en Spain
	FACHHOCHSCHULE DORTMUND https://www.fh-dortmund.de/?loc=en-US Germany
	UNIVERSITY COLLEGE LONDON https://www.ucl.ac.uk/engineering/research/centres-institutes-and-labs/advanced-propulsion-laboratory United Kingdom
	UNIVERSITY OF TWENTE https://www.utwente.nl/en/eemcs/pe/ Netherlands
	UNIVERSITY OF BREMEN https://www.uni-bremen.de/en/ Germany
	KTH ROYAL INSTITUTE OF TECHNOLOGY https://www.kth.se/en Sweden
	CENTRE FOR RESEARCH AND TECHNOLOGY HELLAS (CERTH) https://www.certh.gr/root.en.aspx Greece
	MITSUBISHI ELECTRIC EUROPE B.V. https://www.meu-semiconductor.eu Germany
	EFESTO https://efesto.fr/ France
	INETIC LIMITED https://inetic.co.uk/ United Kingdom
	ZF FRIEDRICHSHAFEN AG https://www.zf.com Germany
	Q-PLAN INTERNATIONAL ADVISORS PC www.qplan-intl.gr Greece
	MTAL GMBH https://www.mtal.ch/ Switzerland
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OPTIMISED DYNAMICS OF HIGH VOLTAGE POWERTRAINS

DEVELOPING SUSTAINABLE SYSTEMS FOR ELECTRIC VEHICLES



www.odyssevproject.eu

Figure 7: ODYSSEV's leaflet (front side)

WHY TO FOLLOW ODYSSEV

- Get access to new research and application findings on very fast charging, ultra-efficient electric vehicles encompassing compact powertrains of lower cost and lower lifecycle impact.
- Follow our events to stay up-to-date with advances towards the next generation of high-voltage powertrains and directly engage with our top industrial and research partners.
- Contribute in key policy recommendations for standardisation and regulatory bodies for co-shaping the future of regulations about high-voltage powertrains.
- Keep up-to-date with new technical practices on the integration of electric powertrain elements and our hybrid inverter approach.

MAKING AN IMPACT FOR

- TIER 1 and 2 companies
- Automotive providers
- Researchers on electric vehicle powertrains

KEY FIGURES THAT ODYSSEV AIMS

- Electric powertrain of 1200 V or above, to be developed tested under real driving conditions
- Ultra-fast charging in 10 minutes (from 20% until 80% state-of-charge), compatible with 350kW chargers
- Autonomy (driving range) increase up to 20% due to improved control algorithms and powertrain optimisation
- Up to 30% time reduction for integration tests and development cycles
- Increase in inverter efficiency by 25% compared to the current state-of-art
- Reduction in development costs by 25% at prototype level

FOLLOW OUR SOCIAL MEDIA

Receive all the latest innovations of high-voltage electric powertrains!



OUR APPROACH FROM LAB TO ROAD

- Holistic methodology for more sustainable powertrain design.
- Reconfigurable battery pack: Modular 400 V batteries delivering 1.2 kW and above for ultra-fast charging and high-power driving.
- Hybrid inverter concept, combining Si-IGBT and SiC-MOSFET, able to benefit from each device characteristic in the different load conditions.
- Modular 22 kW on board charger with increased power density.
- Shape and topology optimised electric motor with over 95% of wide-speed operation efficiency.
- Cloud-based virtual powertrain development to model and validate thermal design and wiring harness, including optimized thermal management assisted by machine learning
- Physical integration of ODYSSEV electric powertrain within a vehicle, to test on the track.

PROJECT IDENTITY

Project Title: Optimised Dynamics of high voltage powertrains: developing Sustainable Systems for Electric Vehicles
Grant Agreement No: 101192612
Start: 1 January 2026
Duration: 42 months
Budget: € 5,999,810.00

FIND OUT MORE

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Figure 8: ODYSSEV's leaflet (back side)



ODYSSEV OPTIMISED DYNAMICS OF HIGH VOLTAGE POWERTRAINS: DEVELOPING SUSTAINABLE SYSTEMS FOR ELECTRIC VEHICLES

ODYSSEV shapes the next generation of high-voltage* powertrains for battery electric vehicles

* 1200 V and above

In this direction, ODYSSEV develops advanced automotive power converters, optimised powertrain elements and novel electronic topologies. These outcomes emerge from the integration of innovative features, configurations and prototyping at every single element of the powertrain (on-board charger, battery pack, inverter, motor and thermal management system).

FOLLOW OUR SOCIAL MEDIA:
ODDYSEV_PROJECT_EU

QR code linking to ODDYSEV_PROJECT_EU

Facebook, LinkedIn, X, YouTube icons

PROJECT PARTNERS

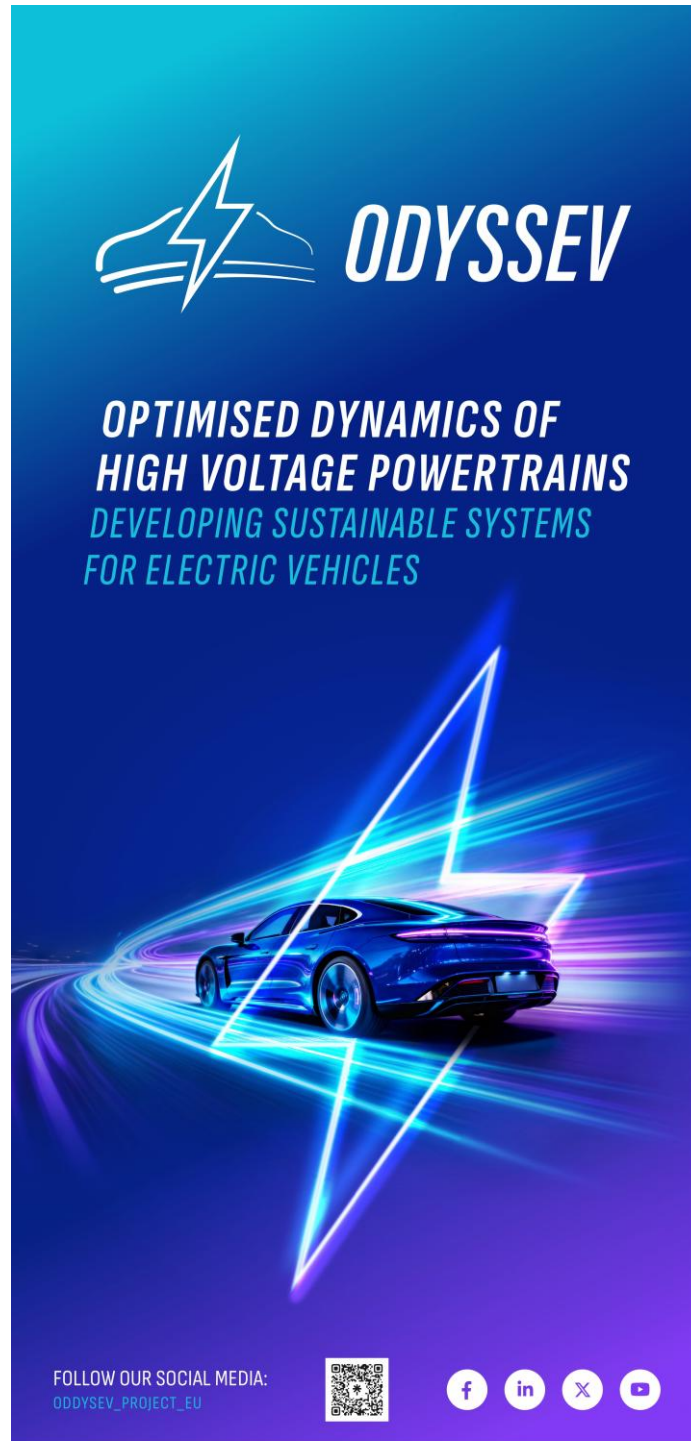


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Figure 9: ODYSSEV's poster



Figure 10 : ODYSSEV's Infographic Poster



PROJECT PARTNERS



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Figure 11: ODYSSEV's Banner

5.1.3 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give slide presentations a consistent appearance and ensure uniformity. The branded templates enhance audience brand recognition and are memorable. ODYSSEV's presentations include the logo, brand colours, fonts, and brand elements from the project's visual identity. In particular, templates for the project's deliverables and partners' presentations have been created and are available to project partners since January 2026 (M1).

The following templates have been prepared for the ODYSSEV project:

- Presentation template
- Project deliverables and reports template

The deliverables are shown below in Figures 12 and 13:



Figure 12: Presentation Template

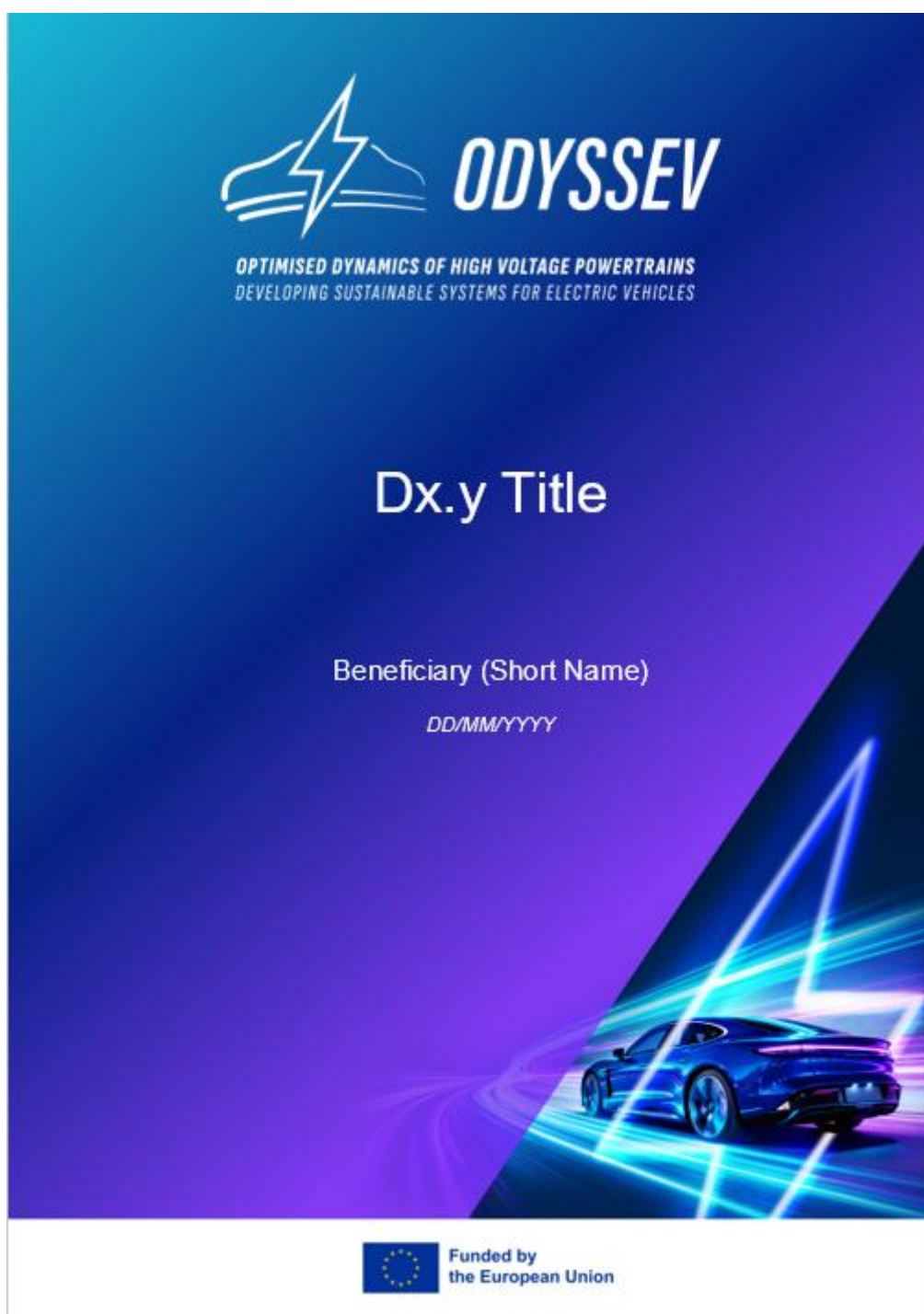


Figure 13: ODYSSEV's deliverable template cover

5.1.4 Promotional video

A promotional video of approximately two (2) minutes will be produced to effectively reinforce the project's communication activities. The preparation of the video is the responsibility of Q-PLAN. The video will provide an overview of the project that includes vital information. The video is a great way to highlight the mission and the vision of the project. It will be uploaded to ODYSSEV's YouTube channel, as soon as the video is finalized.

5.2 ODYSSEV's Digital Presence

5.2.1 ODYSSEV's Website

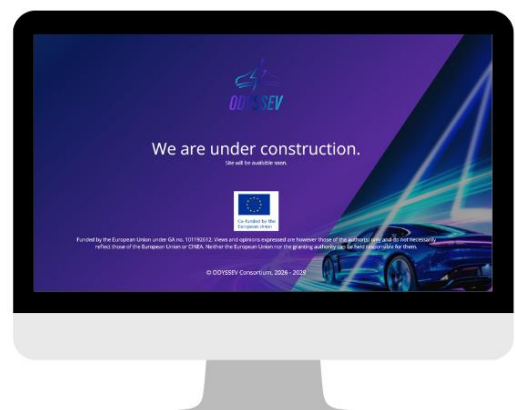
The project's official website will be accessible online by M4 (April 2026), catering to users on all devices without any limitations or restrictions. The website's URL will be established as <https://odyssevprojecteu.eu/>, providing a centralised platform for information dissemination and engagement. Users will be able to access the portal seamlessly, fostering an inclusive and user-friendly experience. For any inquiries or further information, we will encourage individuals to reach out to us via the designated contact email: info@odyssevprojecteu.eu.

It will constitute the main gateway to ODYSSEV activities, publications, news and events. Specifically, it will contain information about the project's concept and objectives, the consortium, the synergies, as well as project news. Links to SMAs of the project and to project partner's webpages but also relevant initiatives will also be included. In addition, it will be equipped with an online newsletter subscription for visitors/users.

As the project evolves, the website will be further enriched with all public deliverables and promotional material. The news section of ODYSSEV's website will be updated regularly, whenever an action/activity is taken. All partners are expected to contribute with news items. For this reason, a report form has been sent to the consortium in order to be filled out in detail with news. This form can be found in Annex I.

Site visits, statistics and other information on visitors' views (e.g., number of pages per visit, time on site, most viewed pages, etc.) will be measured using Google Analytics 4, to which the website is registered since the first day of its operation.

Q-PLAN is responsible for the design, operation, and update of the project's website. The project website will be mentioned in all publicity material generated by the project consortium. At the end of the project, the projects' outreach (through the ODYSSEV website, events and social media) should reach 7,000 stakeholders. The website will be monitored periodically to assess if the website's contribution to the engagement of stakeholders is satisfactory or if increased efforts are needed.



5.2.2 Social Media Accounts

In today's society, the use of social media has become a necessary daily activity, therefore the project's social media accounts (SMAs) are among the main pillars of promoting project's news, events and activities. ODYSSEV utilises SMAs on LinkedIn, Facebook, X and YouTube. The above-mentioned accounts have been launched in M1 (January 2026). If any needs arise, other social media may be used in the future. Table 6 contains URL links to the existing SMAs of ODYSSEV.

Table 6: ODYSSEV's SMAs

Social Media Platform	Account Name	URL
LinkedIn	ODYSSEV Project EU	https://linkedin.com/company/odyssev-project-eu
Facebook		https://www.facebook.com/people/ODYSSEV-project-EU/61587012473535/
X		https://x.com/OdyssevEU
YouTube		https://www.youtube.com/@Odyssev_Project_EU

The project's social media will be continuously updated in English with news about the project's activities and results, events, scientific news, and updates from several organisations/associations that promote powertrains for EVs and components of the electric powertrains, as well as news from related EU projects, etc. The frequency of social media posts will depend on the availability of news about the activities and results of the project. The target is for at least 1,000 followers in all ODYSSEV SMAs, by the end of ODYSSEV.

In addition, hashtags are used on the project's posts to help stakeholders easily find them and encourage interaction. The hashtags used on the project's SMAs are:

- #Odyssevproject
- #2Zero
- #horizoneurope
- #ElectricMobility
- #PowerElectronics
- #electric
- #vehicles
- #motor
- #battery
- #BEV
- #inverter
- #Recharge

- #V2G
- #V2X
- #Innovation

Q-PLAN is responsible for the administration of ODYSSEV's SMAs. All partners are requested to follow the SMAs, disseminate the posts through their own networks, as well as to publish posts and news about the project regularly, through the social media of their organisation.

5.2.2.1 LinkedIn

LinkedIn constitutes a significant networking tool for professionals. LinkedIn offers a more institutional approach and has therefore been selected as a core social media channel. The project's [LinkedIn page](#) was set up in M1 (January 2026) and it focuses on presenting the project, its objectives and results. All partners are responsible for timely updating and sharing their inputs to ensure their activities are duly promoted.

5.2.2.2 Facebook

A [Facebook account](#) was also created in M1 with the aim of building a strong community in various ways such as posting useful, relevant and interesting links. Facebook provides a fast, free connection to significant number of stakeholders, so it gives the ODYSSEV project an opportunity to share news and results. Like all ODYSSEV SMAs, the project's Facebook page will be regularly updated either with posts related to the project or other related projects and initiatives.

5.2.2.3 X

An [X account](#) was also launched in M1 aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. X is known for communicating via short messages. That helps project stakeholders understand, quickly and easily, what ODYSSEV is and what it does. In addition, X can be used as a promotional tool for the project's events and workshops, as it can create a buzz around the activity in a short period of time.

5.2.2.4 YouTube

Finally, a [YouTube channel](#) was also established in M1 to consolidate project videos in a singular, easily accessible location. The primary objective behind creating the YouTube channel is to disseminate promotional videos, leveraging the platform to expose the project to a broader audience.

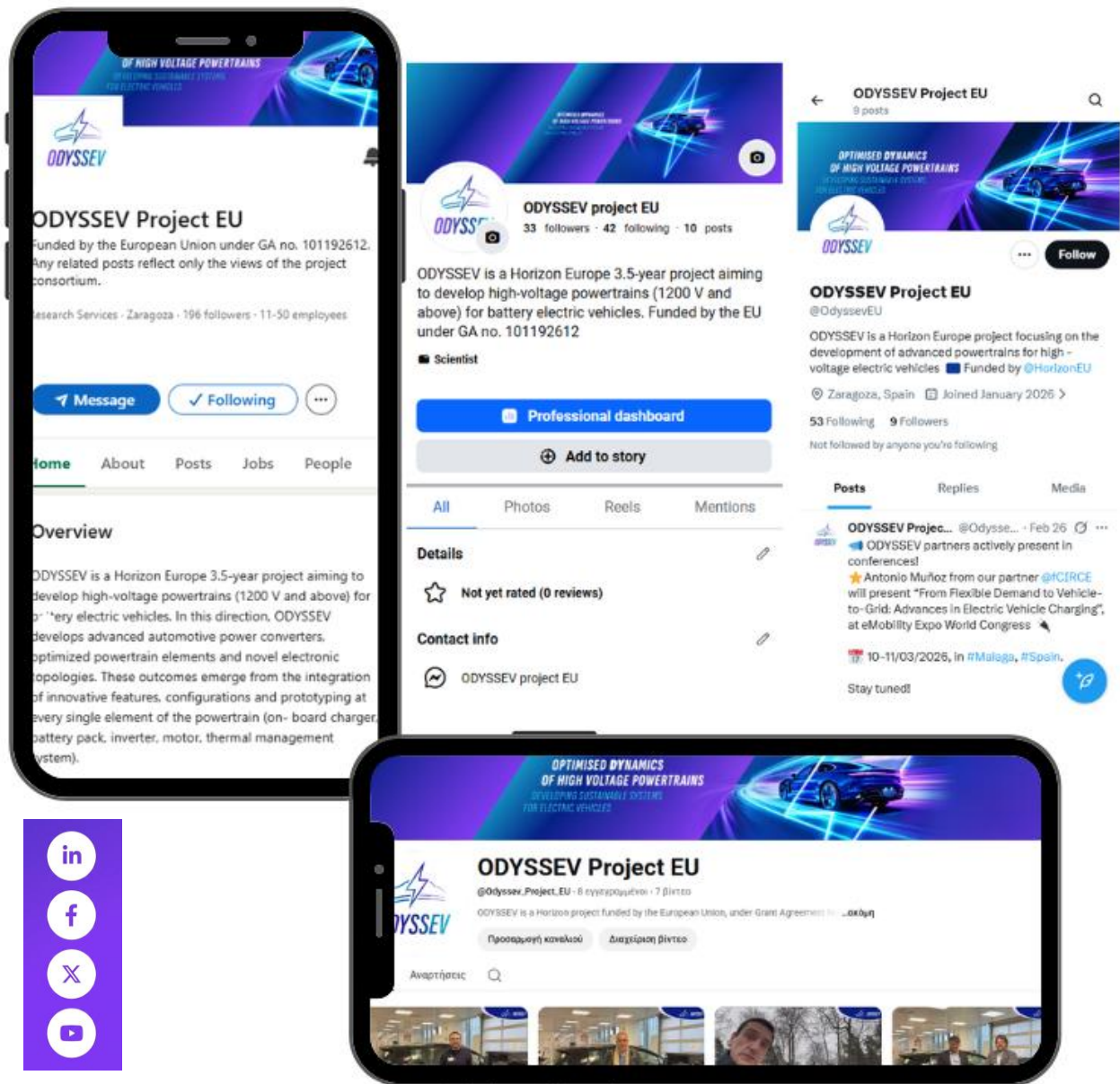


Figure 14: ODYSSEV SMAs

5.2.3 Online Newsletter

An online newsletter will be prepared and distributed through MailChimp, presenting among others the achieved results, upcoming activities and events, news from similar initiatives and news in the relevant scientific fields. The frequency of newsletter issues will depend on the amount and importance of news to be presented, with the target to produce a newsletter at least every 6 months, however additional ad-hoc newsletters may be added if deemed necessary.

The initial recipients' list will be created and administered by Q-PLAN. The list will be continuously updated during the project, therefore everyone who is interested will be able to subscribe to the recipients' list by

registering on the newsletter section of the project's website or unsubscribe, according to General Data Protection Regulation (GDPR) rules. The recipients' list may also be used for the dissemination of other news and announcements related to the project activities.

The newsletter issues will be prepared by Q-PLAN, with the contribution of all partners regarding the content. The content of each issue will be decided and agreed among the consortium members. Partners are also required to disseminate the newsletter issues through their own channels.

5.2.4 Press releases, publications and policy briefs

During the project, at least eight (8) and four (4) scientific publications are expected to be published in international journals and conferences, respectively. Publications in impactful peer-reviewed scientific journals are one of the project's key channels for dissemination. ODYSSEV will disseminate the research and experimental results via scientific articles and conference presentations. The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results.

In addition, all authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure the publications of project news and results. Each partner will make efforts to produce publications in the highest quality, which not only reflect on the consortium's reputation but also on the ODYSSEV project. All publications must cite or/and refer to the EU contribution and project GA number, as required in Article 17 of GA No. 101192612.

An indicative list of journals that can be used under the context of the project is given by the following table:

Table 7: Indicative Journals for dissemination of ODYSSEV's results

Title	Impact Factor	Title	Impact Factor
Institute of Electrical and Electronics Engineers (IEEE) Transaction on Control Systems technology	4.8	IEEE Transactions on Power Electronics	6.7
IEEE Transactions on Automatic Control	6.8	IEEE Transactions on Power Systems	6.6
Control Engineering Practice	4.9	IEEE Transactions on Transportation Electrification	7.0
IEEE Transactions on Industrial Electronics	7.7	IEEE Transactions on Vehicular Technology	6.8

During M2 (February 2026), the ODYSSEV project first press release was issued and generated by Q-PLAN. It communicated the ODYSSEV kick-off meeting hosted at the premises of the coordinator CIRCE. The kick-off meeting saw all project partners converge to discuss their roles, responsibilities, and aspirations for the successful realization of the project's specific objectives. The press release was shared with the consortium for further distribution.



09/02/2026

PRESS RELEASE

ODYSSEV: A new Horizon Project kicked off!

We are thrilled to announce the official start of ODYSSEV, an innovative project funded by the European Union, under Grant Agreement No. 101192612. With a nearly €6 million budget, this Horizon Europe Research and Innovation Action officially commenced in January 2026 and will last 42 months.

The project kick-off meeting took place on January 28th, 2026, in Zaragoza, Spain, hosted at the premises of CIRCE. The kick-off meeting saw all project partners converge to discuss their roles, responsibilities, and aspirations for the successful realisation of the project's specific objectives.

ODYSSEV is shaping the next generation of high-voltage powertrains (1200V and above) for battery electric vehicles. The project is developing advanced automotive power converters, optimised powertrain components and novel electronic topologies, integrating innovative features and prototyping across every key component of the powertrain, including the on-board charger, battery pack, inverter, motor and thermal management system.

The project will culminate in the integration of these developed technologies into a real vehicle demonstrator. This validation under real driving conditions will showcase the performance, reliability and market readiness of next-generation C-segment electric vehicles.

The ODYSSEV Consortium, under the leadership of CIRCE, is composed of 14 partners across 8 countries: Spain, United Kingdom, Germany, Netherlands, Greece, Switzerland, Sweden and France. The consortium members include: [Fachhochschule Dortmund](#), [University College London](#), [University of Twente](#), [University of Bremen](#), [KTH Royal Institute of Technology](#), [Centre for Research and Technology Hellas \(CERTH\)](#), [Mitsubishi Electric Europe B.V.](#), [Efesto](#), [iNetic Limited](#), [ZF Friedrichshafen AG](#), [Q-Plan International](#), [MTAL GMBH](#) and [Fachhochschule Nordwestschweiz](#).

"ODYSSEV is a key technical project for shaping the next generation of high-voltage electric vehicles in Europe. It is particularly interesting for the industry because it paves the way for high-voltage electric powertrains, moving from today's 400–800V systems to 1200–1600V." said Montserrat Lanero Martinez, the project coordinator from CIRCE.



Funded by the European Union under GA no. 101192612. Views and opinions expressed are however those of the authors 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.



Figure 15: ODYSSEV's First Press Release

In addition to the above press release, FHDO coordinated with Q-PLAN to produce an additional press release, which was posted on the FHDO website and was used to support articles in online media (an example of the media articles can be found [here](#)).

Project ODYSSEV

Fachhochschule Dortmund researches high-voltage drives for electric cars

You are here::

fh-radar > Fachhochschule Dortmund researches high-voltage drives for electric cars

Published 02/10/2026



Prof. Dr. Markus Thoben (center) heads the ODYSSEV project at Fachhochschule Dortmund. Together with partners in eight European countries, he and his team want to further develop electric cars and their motors for high-voltage technologies.

Electric cars are seen as the future of mobility - but two hurdles are still holding back many potential buyers: long charging times and limited ranges. The solution could be high-voltage drive systems that work with voltages far above the 800 volts that are common today. The Fachhochschule Dortmund is working on this.

Figure 16: Press Release published by project partner FHDO- University of Applied Sciences and Arts Dortmund, on the [FHDO website](#)

Two policy briefs will be led by MTAL, in M12 (about the landscape of regulations, standards, and policies) and M42 (about regulatory and policy recommendations) will be produced as the outcome of the standardisation and regulatory assessment activities. These briefs will incorporate the results of two workshops that will be led by MTAL: the first by M9 (September 2026), to reveal the main dimensions that are relevant to the ODYSSEV technologies, and the second by M36 (December 2028), to transform key project insights into clear and concise policy recommendations. The policy briefs and workshops will be communicated via the online communication channels of ODYSSEV, and their results will be disseminated to maximise the projects' impact.

5.3 ODYSSEV Events

5.3.1 Project Events

The ODYSSEV project is set to embark on a series of meticulously planned events, serving as powerful communication tools to disseminate information about the project's services and outcomes. These events, encompassing technical and regulatory workshops, joint stakeholder sessions, and citizen engagement workshops aimed at raising public awareness, underscore the project's dedication to raise awareness and foster a strong interaction with stakeholders.

Specific webinars and workshops in scientific conferences and events are being planned to engage with technical stakeholders and maximise project outreach. Discussions about planning for technical workshops initiated in the Kick-off meeting on the 28th of January 2026, and partners committed to prepare to at least one technical workshop, to be presented in events of the European Center for Power Electronics (ECPE). UBREMEN supported with initial contact to ECPE, and Q-PLAN is in communication with UBREMEN to specifically plan the workshop. It was confirmed that there is interest from ECPE for a workshop led by ODYSSEV.

Moreover, the kick-off meeting saw all partners commit to at least one citizen awareness workshop by M12, and possibly an additional workshop by M36 (depending on the technical advances). The aim of these workshops is to raise public attention about the advances of EV technologies and the benefits of high-voltage powertrains for EVs. Moreover, the two regulatory workshops planned for M9 and M36 (as analysed in section 5.2.4) will provide an opportunity to reach out to policymakers to further enhance the outreach of the project, as well as to engage them in the policy recommendations that will be shaped.

The project will also contribute to the annual RTR conference, in the framework of the 2ZERO partnership and collaborate on any additional events of the 2ZERO partnership that may emerge.

Recognising the need for flexibility, the project acknowledges the potential incorporation of virtual solutions in the execution of the technical and public-oriented workshops.

With a target of at least 500 stakeholders participated in project events, and eight (8) presentations in workshops and conferences about ODYSSEV progress and outcomes, the project aims to foster transparent communication, continuous improvement, and the ultimate success of its innovative endeavours. Notably, the final achievements will be unveiled during the conclusive conference workshop scheduled between M36 and M42, providing a comprehensive overview of the project's outcomes and advancements.

5.3.2 External Events

Partners will participate in several external conferences, exhibitions, and other events of great interest to project's target stakeholders to keep in touch with them, exchange knowledge, and communicate the project value propositions and results. In addition, the targeted events will relate to the knowledge fields of the project, the sectors it covers as well as the interests of the project's primary stakeholders. The goal is to keep in touch with the latest advances in research and industry across Europe, share knowledge with respective communities, and establish contacts and interactions with key stakeholders, while at the same time communicating the results of the project. External events in which partners will participate include, among others, technical events, exhibitions, scientific events and conferences. Partners should follow the guidelines below:

- If a partner is presenting, the general project presentation should be used with any modifications necessary to this file, keeping the same template unless the event considers mandatory to use event's own template.
- During the event, it is important to disseminate the project's promotional material (leaflets, posters, etc.).
- Several photos must be taken, to support the ODYSSEV communication and dissemination activities.
- The partner is requested to update the dissemination and communication Manager (Q-PLAN) about participation in the event and to share the photos taken, not later than ten days after the event.
- All partners are requested to fill in the tab located in the 'Dissemination and Communication reporting' file concerning their participation in external events. Submission is required no later than three weeks after the event. The table can be found in Annex II.

The target is for 15 external events or conferences attended, by the end of the project. In the table below, an indicative list of external events relevant to ODYSSEV is provided.

Table 8: Indicative Events Related to ODYSSEV

Indicative events for the dissemination of the project's outcomes

RTR conference	Conference on results from road transport research.
ICEM International Conference on Electrical Machines	The International Conference on Electrical Machines (ICEM) is a major international conference entirely devoted to electrical machines.
eMobility Expo World Congress	Focusing on sustainable, autonomous, electrified, safe and connected mobility industry.
Automotive Europe 2026	Shaping high-impact partnerships across the automotive ecosystem—suppliers, technology leaders, and mobility operators.

Indicative events for the dissemination of the project's outcomes

PEMD International Conference on Power Electronics, Machines and Drives	PEMD brings together engineers from around the world who research, commercialise and develop the technologies and applications of electrical drives, machines and power electronic systems.
Vehicle-to-Grid	Vehicle-to-Grid (V2G) Conference brings together global leaders from the automotive, energy, and technology sectors to discuss the future of grid-connected mobility.
Nordic EV Summit	Summit on electric mobility in Europe
EEHE Conference Electrics, Electronics in Hybrid and Electric Vehicles 2026	Attended by OEMs, suppliers, and research institutions developing electrical and electronic systems for hybrid and EVs – from power electronics and energy management to storage solutions and charging technologies.
AABC Europe - Advanced Automotive Battery Conference	Leading battery conference in Europe. European networking event for automotive energy storage, vehicle electrification and eMobility.
Electric & Hybrid Vehicle Technology Expo Europe	This conference engages engineers, OEM's, Tier 1 and 2 suppliers and innovators shaping the future of battery and H/EV technology.
Power2Drive Europe Conference	Power2Drive focuses on charging infrastructure and e-mobility, bringing together professionals from across the industry's value chain.
ECCE Europe Energy Conversion Congress and Expo	ECCE Europe 2026 focuses on Energy conversion technologies, and especially power electronics.
E-Tech Europe	International Exhibition and Conference on Advanced Batteries and Innovative Technologies for Production and Recycling of Automotive, Transportation, Industrial Electric and Hybrid Vehicles.

5.3.3 Final Conference

A final conference will be (co-)organised near the end of ODYSSEV by Q-PLAN with the support of all partners to spread the accumulated knowledge and present the final achievements to scientists, industry, policymakers and generally to all interested parties, as well as to promote their uptake across Europe. To optimise the event's reach and impact, concerted efforts will be made to arrange it as a satellite event within the framework of a prominent international event.

5.4 Synergies with other projects and initiatives

The ODYSSEV project aims to establish synergies with key networks and initiatives, including EGVIafor2ZERO, KDT, CLEPA, EARPA, EUREC, ACEA, etc., active Horizon Europe projects and projects funded under other EU programmes. Q-PLAN, with the support of all partners, will create communication pathways with those projects for collaboration, knowledge exchange, and joint activities. A special focus will be placed on the contribution to the co-programmed European Partnership on 'Towards zero emission road transport' (2ZERO), as highlighted in Chapter 4.

Table 9: Consortium Networks

Consortium networks for dissemination and exploitation of results	
EU Energy Research Alliance	INSIDE Industry Association
European Association of Automotive suppliers	European Center for Power Electronics
Motor and equipment manufacturers association	International Electrotechnical Commission
EGVIafor2ZERO	European Business and Innovation Network

Q-PLAN, serving as the Task Leader, has created a synergy list, a copy of which is available in Annex III. Throughout the ODYSSEV project lifespan, this list will be enriched even further, and the revised version will be part of the next report. Emphasizing collaborative activities, as outlined in the "Dissemination and Communication Plan", is vital for unlocking the full potential of the ODYSSEV project. In this respect, the consortium should remain vigilant, actively seeking new collaborations and joint actions to ensure the project's success.

In preparation for task T7.4, scheduled to commence in M4 (April 2026), the consortium will initiate discussions with organisations, to introduce ODYSSEV, establish synergies and discuss future collaboration. Particular focus will be given to the 2ZERO partnership, as well as projects funded under the same call, including [HiVEP](#), [GEN1200](#), and [Enlighten](#). The ODYSSEV target is for ten (10) joint actions with initiatives and networks, by the end of the project.

As detailed in Chapter 4, ODYSSEV will be substantially concentrated on the collaborative efforts within the 2ZERO partnership. This strategic focus aims to foster a synergistic partnership, facilitating enhanced communication, resource sharing, and co-shaping the future of mobility towards zero tailpipe emissions. In the realm of online communication, ODYSSEV will tag 2ZERO on its posts thereby promoting coherence in communication and enhancing visibility and information retrieval for stakeholders involved. Furthermore, ODYSSEV will explicitly declare its membership in the 2ZERO partnership in all relevant communications. A dedicated tab in 2ZERO's website has been devoted to ODYSSEV, available through the link <https://www.2zeroemission.eu/research-project/odyssev/>, enhancing ODYSSEV visibility and highlighting the collaboration in the framework of 2ZERO.

5.5 EU Dissemination Channels

A tentative list of EU dissemination channels that may be utilised by 2D-BioPAD throughout its duration is provided below:

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.
- **The Horizon Results Booster** addresses projects eager to go beyond their dissemination and exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results (KERs) of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.
- **Horizon Dashboard** is an interactive knowledge platform where statistics and data on EU Research and Innovation programmes can be extracted

6. Timeline and Implementation Plan

In the following figure, an action plan of ODYSSEV's dissemination and communication activities is presented, spanning the whole duration of the project

Activity	Responsible Partner	Related WP	2026						2027					2028					2029						
			1st year						2nd year					3rd year					4th year						
			January	February - March	April	May- June	July- August	September-October	November- December	January-February	March - April	May- June	July- August	September-October	November- December	January-February	March - April	May- June	July- August	September-October	November- December	January-February	March - April	May- June	
Development of promotional material																									
Logo	Q-PLAN	WP7																							
Templates (report for deliverables & presentation)		All WPs																							
Leaflet, poster, infographics and banner		WP7																							
Promotional video		WP7																							
Website																									
Development and operation of project's website	Q-PLAN	WP7																							
Publicity through project's website	All partners	All WPs																							
Publicity through partners' website	All partners	All WPs																							
Social media networks																									
Creation of social media accounts (Facebook, X, LinkedIn, and YouTube)	Q-PLAN	WP7																							
Publicity through projects' social media	All partners	All WPs																							
Publicity through partners' social media	All partners	All WPs																							
Publicity through project YouTube channel	Q-PLAN	WP7																							
Digital presence																									
Recipients list creation and update	Q-PLAN	WP7																							
E-newsletter	Q-PLAN	WP7																							
Publications and press releases																									
Articles and press releases	All partners	WP7																							
Publications in journals and conferences papers	All partners	WP7																							
External events																									
Exhibitions, information days, seminars, etc.	All partners	WP7																							
Scientific events, conferences, etc.	All partners	WP7																							
Project events and workshops																									
Technical workshops or webinars	All partners	WP7																							
Citizen awareness workshops or webinars	All partners	WP7																							
Final conference																									
Final conference	Q-PLAN	All WPs																							
Synergies with related projects/initiatives																									
Synergy with 2ZERO partnership	Q-PLAN, all partners	WP7																							
Synergies with related projects/initiatives	Q-PLAN, all partners	WP7																							

Figure 17: ODYSSEV's timeline

7. Key Performance Indicators and Monitoring

To measure the success of ODYSSEV's dissemination and communication strategy, the following KPIs will be employed, and all dissemination activities will be monitored with their results being compared to the KPIs so as to assess whether ODYSSEV is on the right path or if increased efforts need to take place.

Table 10. ODYSSEV Dissemination and Communication KPIs

Indicator	Target (impact)
Stakeholders participated in project events	>500
Followers on social media	>1,000
External events/conferences attended	>15
Views of the promotional video	>1,000
Synergies with initiatives and networks	>10 joint actions
Number of newsletters released	7
Publications in international journals	≥ 8
Publications in international conferences	≥ 4
Promo (e-)material distributed	>300
Stakeholders' outreach	7,000
Stakeholders' engagement	500
Online Articles	≥ 4
Press Releases	≥ 8
Number of workshops and conferences presentation about ODYSSEV progress and outcomes	≥ 8

To meet target values, project partners are expected to continuously carry out publicity actions and also report all publicity and communication outcomes regularly. Q-PLAN will be overall responsible for monitoring and evaluating ODYSSEV dissemination activities.

Partners are required to provide detailed reports on all communication and dissemination actions through the ODYSSEV "Dissemination and Communication Reporting Template", which is available in the online repository

of ODYSSEV (internal to the consortium), and was shared to all partners via email. The table can be found in Annex IV. Q-PLAN will notify all partners in advance for input collection.

Any promotional material related to the project produced by a partner should be reviewed and approved by the WP7 leader, Q-PLAN. Each project partner should promptly contact Q-PLAN if they identify opportunities, problems, or risks during the planning or implementation of publicity actions.

8. Conclusions

This document, titled “Dissemination and Communication Plan and Activities, first version”, provides the framework and guidelines for the successful implementation of dissemination and communication activities throughout the lifespan of the project and beyond. As the project evolves, this document will be updated and refined in order to provide a more detailed analysis of the dissemination actions and plans. The actions and plans of this deliverable answer to the following questions:

- What to disseminate?
- To whom?
- How?
- When?

This document also provides the monitoring mechanism of the dissemination activities, which is based on targeted KPIs. By communicating the project’s tangible and intangible assets through the most effective channels and tools to timely reach the targeted groups, ODYSSEV will be able to not only go beyond these ambitious KPIs but most importantly lay the foundations for the successful rollout, replication and thus sustainability of its outcomes. As the project evolves, the DCP will be updated, results will be presented and progress against targets will be measured in the 2nd version (M24) and 3rd version (M42).

Annexes

Annex I – News Reporting Form



GA 101192612

News Item Template

#Please use the following table as a template to suggest any news that Q-PLAN can use to make posts on the ODYSSEV social media accounts, like upcoming events or publications

News

Picture(s)	
Title	
News (main content)	Please <u>insert here</u> the content in a <u>narrative way</u>, while trying to provide answers to the following questions (if applicable): • Who was or will be the organisation(s) responsible for organising the activity or developing the solution / Who was or will it be for (target group or groups if applicable) • When did or will it take place or is / will be available (if applicable) • Where did or will it take place or is / will be available (if applicable) • Why is this activity important / Why did or will we need participation or contribution (if applicable) • How was or will it be implemented (very briefly) • What were or will be the main benefits or outcomes / results / conclusions
Key words/hashtags (for social media)	#Odyssevproject #horizoneurope #ElectricMobility #PowerElectronics #electric #vehicles #motor #battery #BEV #inverter #Recharge #V2G #V2X #Innovation

Attachments

Please attach any relevant pictures/ images as separate png or jpg files with as high resolution as possible.

Annex II – External attended, ODYSSEV events & future events

[illegible]

Annex III – Synergies List

[illegible]

A) Communication Activities

B) Dissemination Activities

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[illegible][illegible]



GA 101192612

PARTNERS



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