

Deliverable Report

Deliverable Title:

D9.3 SALEMA Brochure

Deliverable No.	9.3
Deliverable nature	Report
Work Package (WP)	9
Task	9.2, Subtask 9.2.3
Dissemination level ¹	PU
Number of pages	6
Keywords	Communication, Print, Promotion, Brochure
Authors	ESCI
Contributors	EUT
Due date of deliverable	31.10.2021
Actual submission date	29.10.2021

Technical References

Project acronym	SALEMA
Project full title	Substitution of Critical Raw Materials on Aluminium Alloys for electrical vehicles
Call	H2020-SC5-2020-2
Grant number	101003785
Project website	salemaproject.eu
Coordinator	Fundacion Eurecat

¹ PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)



Document history

V	Date	Author (Affiliation)	Actions& Approvals
V1	29.10.2021	Marcell Boviz (ESCI)	Drafting and summarising activities
V2	29.10.2021	Hannah Arpke (EUT)	Review and finalisation

Summary of the deliverable

Dissemination and communication activities are a core part of the SALEMA project and will ensure that the tools and results developed within the project are communicated and support the dissemination and exploitation to relevant target audiences. The consortium aims to maximize the impact of SALEMA through widespread communication actions.

In order to reach this objective, i.e. to promote the project to both stakeholders, industry representatives and automobile manufacturers, potential early adopters and the general public, a number of different dissemination and communication tools are required.

As outlined in the Grant Agreement, printed dissemination materials – including a brochure – are part of the communication strategy. The brochure is for wide, individual distribution to key target audience of industry owners and possible early adopters.

Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

Abbreviations

Abbreviation / Acronyms	Description
(A)MGA	(Annotated) Model Grant Agreement
CA	Consortium Agreement
CFS	Certificate of Financial Statement
EAB	External Advisory Board
EC	European Commission
EU	European Union
FP	Framework Programme
GA	Grant Agreement
PSB	Project Steering Board
PMT	Project Management Team
PC	Project Consortium
WP	Work Package
WPL	Work Package Leader



Table of contents

Technical References.....	1
Document history	2
Summary of the deliverable	2
Disclaimer	2
Abbreviations.....	2
Table of contents	3
List of figures	3
1. Printed Dissemination Material.....	4
1.1. Project Brochure	4
1.2. Structure and design	4
2. Conclusion.....	6

List of figures

Figure 1 Inside page	5
Figure 2 Cover pages.....	5



1. Printed Dissemination Material

1.1. Project Brochure

The brochure for the SALEMA project is providing an overview of the project. It has been produced for distribution at fairs, workshops, and conferences with relevant target audiences and stakeholders. The main idea is to inform relevant target groups about the project, its objectives and expected impacts. It is designed for wide distribution at fairs and conferences for all partners so that they can distribute them individually to potential end-users and other stakeholders.

The brochure is a one-fold design, each page measuring format of 21 x 21 cm. The language of the brochure is English. It is planned to print copies and distribute them among all partners. Electronic versions of the brochure in pdf format in English has been uploaded to the project SharePoint and will be sent to all project partners for their dissemination activities. The brochure is going to be available on the project website as well under the following page: <https://salemaproject.eu/ressources/>.

1.2. Structure and design

On the front page (see Figure 2) the title and logo, as well as the slogan, can be seen. Also, some relevant numbers describing in short, the project goal and attracting the readers' interest: number of partners, number of pilots and the number of case studies (or demonstrators).

The left page on the inside (see Figure 1) of the flyer explains the vision of SALEMA, and it is giving a short explanation of the relevance and importance of new aluminium alloys for electric cars. Under the two introductory paragraphs, some key goals and highlights of the project are presented

On the right side of the inside (see Figure 1), the Circular economy approach of SALEMA is explained by the previously created infographic material and a short text under that. The goal of using visual explanatory material is to make the project easily understandable and visually appealing for any audience.

On the backside of the brochure (see Figure 2), the URL address to the project's website and social media channels guides the reader to further information about SALEMA. Basic contact details are also available. All project partners are listed with their logos. The brochure ends with the EU flag and funding information " The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003785".



The SALEMA project is a combined strategy of decreasing critical raw materials and creating a sustainable economy in the aluminium manufacturing industry of Europe. The electric automotive sector needs high-performance, sustainable aluminium sources, that is only possible by the generation of a new aluminium ecosystem.

16 Partners from six countries united to create brand new, sustainable aluminium alloys and demonstrate their suitability in automotive applications. Meanwhile, they will develop and put into practice a circular economy model reintegrating scrap aluminium materials into the aluminium manufacturing process of car parts.

GOALS and EXPECTED RESULTS:

- SALEMA will implement and validate a fully circular economy model in the car manufacturing industry for aluminium, thus opening a new era of sustainable aluminium manufacturing.
- Develop two brand new aluminium alloys for each pilot manufacturing technique.
- These alloys will contain significantly more recycled aluminium, and less critical raw materials (silicon, magnesium) compared to current aluminium alloys.
- Demonstrate the feasibility of the SALEMA alloys with 5 aluminium parts manufactured for electric vehicles.

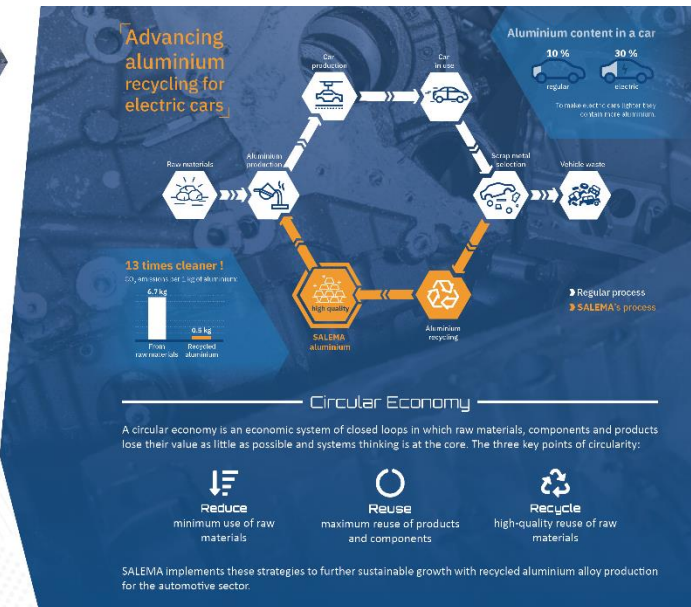


Figure 1 Inside page

SALEMA

Partners

- eurecat | Gestamp
- UNIVERSITÄT LIÈGE | UNIVERSITÄT WÜRZBURG
- ASAS | RAFFMETAL
- LIÈGE université
- EUROPEAN ALUMINIUM | CENTRE RECHERCHE FIAT
- UNE | ESCI
- PROFILGLASS | ENDURANCE
- ford group | Ford

Follow us on
saemaproject.eu
@salemaeu
salemaeu

Contact
Coordinator
Hannah Arpke (EURECAT)
hannah.arpke@eurecat.org
Media inquiries
Marcell Boviz (ESCI)
mbz@esci.eu

SALEMA
Driving sustainable aluminium

16 Project partners
4 Pilots in Europe
5 Case Studies

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003785.

Figure 2 Cover pages



2. Conclusion

The offline communication material detailed in this deliverable aim to provide an output of compelling content to make target audiences aware of the project strategies and aims. Target audiences shall further be informed, engaged, and committed to new business models and opportunities resulting from the SALEMA project through this tool.

The described brochure is part of the wider collaboration of communication and dissemination detailed in the Grant Agreement. They will ensure that the project concept, activities, and results are communicated to potential target audiences and other relevant stakeholders in a clear and consistent manner. In the longer term, the aim of the communication activities is to maximise the opportunities for the exploitation of project results at the European and national level.

