



## **Dissemination Activities Overview**

### **January 2018 to December 2019**

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### **D6.2.2 Automotive SSA major Conferences**



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## INTRODUCTION

This report relates to Deliverable 6.2.2 and aims at providing account of the participation in major conferences, with dedicated material and sessions on the work developed but the consortium.

It consists of a compilation of dissemination measures and realised activities during mid-term period and analysis of achieved impact in different platforms.

The focus is on disseminating DRIVES' message in as many events as possible and associate measures to EU initiatives and well-known conferences to broaden the recognition of the project within automotive stakeholders. As usual, media channels were also extensively used to spot DRIVES directly related news, presence and outputs considered important to mobilise different target audience and widen followers in the different groups.

Automotive Associations across partner countries and partner networks were active in dissemination. From the start of the project, beginning in 2018 to December 2019, partners participated in 69 events throughout Europe. Together, these events represented a potential universe of almost 8.000 stakeholders, with whom we have communicated. This signifies a sustainable progress in the dissemination effort.

Previously we had identified the automotive industry as the target audience we have more difficulty in reaching too, mainly because the consortium has not released sufficient tangible outputs to seize ample interest and outcomes roll-out. To begin answering this issue we are preparing a High-Level Event, to occur in May 2020, to which we will invite the major representatives.

We will also be participating in the European Vocational Skills, in Berlin, in November 2020.

# 1 COMMUNICATION

## 1.1 TOOLBOX

DRIVES consortium adopted a strategy for communication with the purpose of being *regular, clear, measurable and coherent* with the calendar of its outputs and milestones. To achieve that, external communication uses the tools made available to the partnership:

- the website (<https://www.project-drives.eu/>),
- the Facebook (<https://www.facebook.com/Project-DRIVES-969201189911395/>),
- LinkedIn profile (<https://www.linkedin.com/company/project-drives/>),
- Twitter (<https://twitter.com/ProjectDrives> - @ProjectDrives // #DRIVESProject),
- Youtube (<https://www.youtube.com/channel/UCZgQ5DxOZOBdzmRzFp6dt3w> – video or audio tracks),
- flyers, posters, newsletters, press releases, deliverables and publications.

Also, for internal communication, DRIVES partners were given a DRIVES\_Cloud that has the dual function for management/monitoring and planning/output repository and also password protected platform on the Rock Chat website, for share and Q&A related to ongoing activities.

These communication tools serve as main vehicles for informing about DRIVES activities and events, disseminating the results to multiple audiences contributing to foster stakeholder and public engagement.

## 2.1 WEBSITE AND CHANNELS

DRIVES website (<https://www.project-drives.eu/>), is used as the as an informing hub, featuring important information about the project (i.e., project goals and expected outcomes, news, Newsletters and Press Releases, Publications, Agenda for main event announcements).

The section ‘News’ contains press about DRIVES and information relevant to the project goals as well important news on EU policies related to automotive technologies or skills and training, while ‘Publications’ cover Newsletters and Press Releases and project public documents.



DRIVES has designed flyers, banners and posters used by all partners for dissemination where it combines images, graphs and text to expose what the project is and aim to achieve to the automotive industry. Press releases were published at different periods of the project, counting 5 in total.

We have also introduced a new Results section where visitors can access the latest delivery documents from the different work packages.



## 2 PUBLIC ENGAGEMENT AND AWARENESS

### 2.1 AIMS

Our main goal for organising or participating in events is to foster face-to-face meetings while promoting the project, its purpose and ambitions as well what is the expected benefit to the automotive sector as a whole and its stakeholders. At the same time, partners wish to disseminate the project to the general public.

To achieve this goal, members of the Consortium have identified relevant events that were registered on the DRIVES events LOG to allow as many to interact and join. Partners participated in events organised at national, EU and international level and also organised a significant number of events.

### 2.2 NETWORKING EVENTS

Networking events are a relevant part of the general dissemination strategy as they aim at promoting DRIVES throughout Europe, to connect with stakeholders and to recruit participants – entities, industries and employees, to trainings and to the recognition framework to be created under the DRIVES Blueprint.

The events can also be organised online, as was the initiative in the form of survey, calling for stakeholders' contribution to identify the drivers of change, required skills respective job roles and the specific needs from the automotive sector.

Partners engaged with a considerable number of events as listed in Annex 1, namely, EU Industry Days 2019, Driving Future Platform: Long distance connectivity, TireTech2019, EuroSPI Conference, just to mention few. At national level, different partners participated and presented the project in many events. DRIVES connected to the European Vocational Skills Week, at the EU event and organising several side events that were recognised by the Commission as relevant, both in 2018 and 2019.

### 3 DRIVES CONFERENCE'S PARTICIPATION

During the course of the first half of the project, we disseminated our message in 70 relevant events. These events were chosen with the help of all partners, in agreement with our dissemination strategy. Full event list at Annex 1.

In the aforementioned table we categorised the events according to the type of actions in the dissemination:

TYPE	
<b>1. Active</b>	Presentations, Panel Discussions
<b>2. Passive</b>	Networking, Flyers, Papers published, Event Participant

The majority of events (48) were considered “Active” because the dissemination involved general presentations on DRIVES goals and outcomes. In other cases, more specific presentations were given on a particular Work Package, such as the workshop on automotive intelligence given by WP2, or was the case in some WP3, WP2 and WP5 events deigned to disseminate their work.

These included participations in several industry events, in 11 countries, such as the EuroSPI industry conference; the TireTech2019, SERNAUTO Meeting 'Impact of new technologies on the vehicle', X<sup>a</sup>s Jornadas Técnicas de Engenharia Mecânica e Gestão Industrial, Rubber and Mobility Summit 2019, Artificial Intelligence in Research and Applications – workshop. Also, several events under the umbrella of the European Vocational Skills Week (EVSU) – 2018 & 2019.



DRIVES presence at EuroSPI Industry Conference



In this list is also included the planning of our first Workshop at the European Week of Regions and Cities 2019, in Brussels. The event was sponsored by the Municipality of Mangualde and it had the goal of sharing the importance of the project for regions.

This event was very much relevant to the partnership because of the considerable number and level of interest among attendees. Commission officers from different



DGs (i.e., GROW, RTD, REGIO), as well industrial technical attendees animated the discussion. A dedicated flyer and a press release were prepared for testimony.

A set of representative pictures of the event are here shown.



Including two different regions – Mangualde (PT), the promoter, and Moravia-Silesia (CZ).

The event was actively participated, counting with over 50 attendees.



The last trimester of 2019 was also active for the DRIVES consortium. To be highlighted a set of events organised by IDESCOM Between November and December, as ‘Official Partner’ of the EVSW 2019 under the theme ‘new skills for new mobility concepts’, targeting national universities and polytechnic institutes. The was to promote reflection to young students from different levels of education about the training required to meet the challenges the automotive industry faces.



CLEPA, together with the European Forum for Manufacturing organised, on 6 November, at the European Parliament, an event on FUTURE OF MOBILITY: STRIVING FOR SUSTAINABLE GROWTH. Eupportunity presented some of the DRIVES outcomes around ‘Enabling Young Talent and Prioritising the Needed Skills for the European Workforce ‘.



In May 2020 the consortium is organising the first High-level conference of the DRIVES project on the future of workforce in the automotive industry. This event will mark our first major dissemination event with a European scale. Also, in 2020, one of our partners is organizing an event for apprenticeship students - JA3B-Junior Automotive Apprenticeship Advisory Board.

Active participations reached a potential audience of 2 500 stakeholders from the industry and educational sector, where 29% were from industry, 29% from policy makers and 21% from the educational sector.



## 4 CONCLUSION

This deliverable has given an overview of the DRIVES communication and dissemination activities that have been undertaken during the first 24 months of the project.

In this phase of the project, the consortium has begun to invest in active participations in several platforms. This effort will pick up in the next few months, encompassing campaigns on the outcomes of the stakeholders survey, with the perspectives of the demand and supply sides, the newly designed job descriptions, the platform for training delivery, the apprenticeship market and the organisation of DRIVES High-Level event, as the big window of the automotive blueprint.

## ANNEX A – EVENTS

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE SIZE
AIA CZ - Annual Meeting	VSB	14/12/17	Presentation	CZ	Industry; Policy Makers; Educational; Labour
X <sup>as</sup> Jornadas Técnicas de Engenharia Mecânica e Gestão Industrial	EUPPORTUNITY; IPV; UNI MINHO; IDESCOM	17/04/18	Presentation	PT	General Public; Industry; Educational; Labour
CEDEFOP - Future jobs, current challenges	CLEPA; VSB	08/06/18	Presentation	BE	Policy Makers; Educational 100
Foren 2018	APIA;	10/06/18	Presentation, networking, meeting with possible stakeholders	RO	Industry; Policy Makers 150
European Validation Festival 2018	ACEA; CLEPA	15/06/18	Networking, meeting with stakeholders	BE	Industry; Policy Makers; Educational 300
SERNAUTO Meeting 'Impact of new technologies on the vehicle'.	SERNAUTO	25/06/18	Presentation	ES	General Public;; Industry; Policy Makers 200
Driving Future Platform: What will fuel tomorrow's mobility	ACEA; Eupportunity	26/06/18	Presentation	BE	Industry; Policy makers; Educational 200
EuroSPI 2018 conference	ACEA; ISCN; TU GRAZ; VSB	05/09/18	Presentation, Conference, Paper	ES	Industry; Educational 100
Inauguration of the Engineers Europe Advisory Group	CLEPA	11/09/18	Networking, meeting with stakeholders	BE	Industry; Policy Makers 100
3 Seas Initiative Forum	APIA; EAA	17/09/18	Networking, meeting with possible stakeholders	RO	Industry; Policy Makers 400
“Sustainable Mobility Forum”	APIA; IDESCOM	26/09/18	Networking, meeting with possible stakeholders	RO	Industry; Policy Makers; Educational 75
The future of qualifications and work in the automotive industry.	IDESCOM	27/09/18	Networking, meeting with stakeholders	PT	Policy Makers 200





INEGI forum for the Automotive Industry	IDESCOM	02/10/18	Networking, meeting with stakeholders	PT	Industry; Policy Makers; Educational
European Parliament of Enterprises	Eupportunity	11/10/18	Intervention	BE	Industry; Policy Makers 750
"Smart Cities of Romania" - panel Smart & Green Mobility	IDESCOM; APIA	30/10/18	intervention/Networking, meeting with possible stakeholders	RO	Industry; Policy Makers; Educational 80
EDUPRO Summit	APIA	01/11/18	Networking, meeting with possible stakeholders	RO	Industry; Policy Makers; Educational 500
5 Year Anniversary Event of the European Alliance for Apprenticeships (EAfA) during EU Vocational Skills Week	SEMTA	08/11/18	Presentation, Workshop	AT	Policy Makers 150
The Future challenges for employment in the Automotive industry	EUPPORTUNITY; IDESCOM; UNI MINHO; IPV	09/11/18	Presentation, networking, meeting with possible stakeholders	PT	General Public; Industry; Policy Makers; Educational 200
Blueprint seminar	SPIN 360	14/11/18	Intervention	BE	
Automation in transport: how does it affect the labour force?	VSB	20/11/18	Flyers, Roll-up	BE	Industry; Policy Makers; Educational 70
Driving Future Platform: The Urban Challenge	EUPPORTUNITY	20/03/19	Networking, meeting with stakeholders	BE	General Public; Industry; Policy Makers
Driving Future Platform: Long distance connectivity: the digital future of mobility	EUPPORTUNITY	20/11/18	Networking, meeting with stakeholders	BE	General Public; Industry; Policy Makers
DEKRA Lunch debate event - DIGITIZATION, SKILLS AND THE LABOR MARKET: GROWING PROSPECTS, SHIFTING DEMANDS	ETRMA	20/11/18	Networking	BE	Industry; Policy Makers; Labour 200
Conference 'Sustainable vocational training strategies for the challenges of the future.	IDESCOM	06/12/18	Networking, meeting with possible stakeholders	PT	General Public; Industry; Policy Makers; Educational 60
Conference 'Sustainable vocational training strategies for the challenges of the future. Case study: the automotive industry in the European context - skills, mobility and employment'	EUPPORTUNITY; IDESCOM IPV; UNI MINHO	06/12/18	Intervention	PT	General Public; Industry; Policy Makers; Educational; Labour 60



Open Inno Train Kick off Meeting	ISCN; TU Graz	07/01/19	Networking, meeting with possible stakeholders	ES	General Public; Industry; Educational 20
The role of vocational education and training in shaping the future of Europe'	EUPPORTUNITY	27/02/19	Networking, meeting with possible stakeholders	BE	Policy Makers; Educational; Labour
TireTech2019	U TWENTE	05/03/19	Presentation, Booth with Poster and Flyer	DE	Industry; Policy Makers; Educational 100
Automotive Industry Forum 2019	APIA	18/03/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour
International Road Safety Conference	APIA	20/03/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour
Conference Cities of Tomorrow #7	APIA	26/03/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational 250
10 <sup>th</sup> CLEPA Aftermarket Conference	EAA	27/03/19	Networking, meeting with stakeholders	BE	Industry; Policy Makers 300
Conference "Labour Mobility, a key element in insuring balance of labour market"	APIA	02/04/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 300
Czech-Poland E-mobility Days	VSB	04/04/19	Presentation	CZ	Industry; Policy Makers; Educational; Labour 35
High-level conference: The Future of Work: Today. Tomorrow. For All	VSB	09/04/19	Networking, meeting with stakeholders	BE	Industry; Policy Makers; Educational
E-mobility Workshop - Austerlitz Declaration	VSB	11/04/19	Presentation	CZ	Industry; Policy Makers; Educational; Labour 35
Polyking 2019	U TWENTE	10/05/19	Presentation	DE	General Public; Industry; Educational 100
EU Cluster Conference 2019	APIA;	14/05/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 400
From School to Work – The Role of Chambers: A joint European Alliance for Apprenticeships (EAfA) and Czech Chamber of Commerce event	VSB; SEMTA	20/05/19	Networking, meeting with stakeholders	CZ	Industry; Policy Makers; Educational; Labour 100



Materials Regulations Event	CLEPA	21/05/19	Networking, meeting with stakeholders	DE	Industry; Policy Makers
International Week FHWS	U TWENTE	23/05/19	Presentation	DE	General Public; Industry; Educational 100
Conference on quality in education and training	APIA	04/06/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 200
Conference Adults up skilling and reskilling – balancing the labour market	APIA	06/06/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 200
Final Conference From Home to Work of the ICARO project: “Innovative Curriculum on Soft Skills for Adult Learners” (ICARO),	EUPPORTUNITY	12/06/19	Networking	BE	General Public; Industry; Policy Makers
MEETING OF THE EXPERT GROUP 'PLATFORM OF EUROPEAN ASSOCIATIONS OF VET PROVIDERS	EUPPORTUNITY	18/06/19	Presentation	BE	General Public; Industry; Policy Makers
Conference "Single Market Forum"	APIA	21/06/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 200
Week of Innovative Regions in Europe 2019 (WIRE 2019)	APIA	26/06/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 450
CoRAI – Automotive Intergroup Meeting “Future of the Automotive Industry”, The looming talent challenge – how can automotive regions take the lead?	CLEPA	27/06/19	Keynote speaker, networking meeting with stakeholders	BE	Industry; Policy Makers
MVWG	VSB	03/07/19	Presentation	BE	Industry; Policy Makers
Rubber and Mobility Summit 2019	U TWENTE	04/07/19	Presentation, Poster & Flyer	DE	General Public, Industry; Educational; Labour 100
MANUKET – Interplatforms digitalization event	SERNAUTO	10/07/19	Presentation DRIVES projects and skills		



Chemistry meets Industry and Society	U TWENTE	28/08/19	Presentation	IT	
IRC 2019 London, UK	U TWENTE	3/9/2019	Presentation	UK	General Public; Industry; Policy; Educational; Labour
EuroSPI 2019	VSB, TUG, ISCN, U TWENTE	18/9/2019	Presentation	Scotland	Industry and Educational
4th regional seminar for candidate countries: Engagement of Small and Medium-Sized Enterprises in	SEMTA	25/9/2019	Presentation, Networking, meeting with stakeholders	North Macedonia	General Public; Educational; Labour; Policy
Green Wheels Project - Partnership Meeting in Prague	VSB	3/10/2019	Presentation	Czech Republic	Industry and Educational
Lineapelle Innovation Square	VSB	4/10/2019	Presentation	Italy	Industry and Educational
Artificial Intelligence in Research and Applications - workshop	VSB	7/10/2019	Presentation	Belgium	Industry, labour and Educational
European Week of Regions and Cities	VSB, Eupportunity, CLEPA	9/10/2019	Presentation	Belgium	Policy; Industry; Educational
CoR AI - Connected Mobility Summit 2019	Eupportunity	9/10/2019	Networking, meeting with stakeholders	Belgium	Policy; Industry; General
Vocational Skills Week	VSB	14/10/2019	Presentation	Belgium	Policy; Industry; General
Workshop on Connected and Automated Driving - Employment Impacts	Eupportunity	25/10/2019	Representing DRIVES, contributing and networking	Belgium	Industry; labour and Educational; Policy;
Future of mobility: Striving for sustainable growth. 'Enabling Young Talent and Prioritising the Needed Skills for the European Workforce'	Eupportunity	06/11/2019	Presentation	Belgium	Policy (EP/EC); Industry; General



Blueprint for Sectoral Cooperation on Skills 4th Expert workshop - Towards a common vision on addressing SMEs skills needs in the automotive sector: strengthening the development of upskilling and reskilling strategies	Eupportunity	11/11/2019	Networking, meeting with stakeholders	Belgium	Policy; Industry; General; Educational
BATTERY 2030+ workshop	Eupportunity	20/11/2019	Networking, meeting with stakeholders	Belgium	Policy; Industry; Labour; Educational
Skills for Industry: Curriculum Guidelines 4.0	Eupportunity	25/11/2019	Networking, meeting with stakeholders	Belgium	Policy; Industry; General
High-level conference "Skills for Industry: Curriculum Guidelines 4.0"	Eupportunity	26/11/2019	Presentation	Belgium	General Public, Industry; Policy; Educational; Labour
Automotive Engineering – From Academy to Industry: Event under the European Vocational Skills Week	IDESCOM	27/11/2019	Presentation	Leiria Portugal	General Public, Industry; Policy; Educational; Labour
Empowering Vocational Education and Training for New Job Roles in the Automotive Industry – face2face with industry: Event under the European Vocational Skills Week	IDESCOM	09/12/2019	Presentation	Setubal Portugal	General Public, Industry; Policy; Educational; Labour
Blueprint for Sectoral Cooperation on Skills 4th Expert workshop - Towards a common vision on addressing SMEs skills needs in the automotive sector: strengthening the development of upskilling and reskilling strategies	Eupportunity;	11/12/2019	Representing DRIVES, contributing and networking	Belgium	Industry; labour and Educational; Policy;
Empowering Vocational Education and Training for New Job Roles in the Automotive Industry – face2face with industry: Event under the European Vocational Skills Week	IDESCOM	10/12/2019	Presentation	Lisboa Portugal	General Public, Industry; Policy; Educational; Labour