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Written By	Wieteke van Balen (Uniresearch B.V.) Kathrin Braun (Uniresearch B.V.) Cor van der Zweep (Uniresearch B.V.)	2015-11-09
Checked by	Gernot Hasenbichler (AVL List GmbH) Nadine Knopper (AVL List GmbH) Theodor Sams (AVL) – Coordinator	2015-11-30
Approved by	Gernot Hasenbichler (AVL List GmbH) Nadine Knopper (AVL List GmbH) Theodor Sams (AVL) – Coordinator General Assembly GA02	2016-01-27
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Project partners:

1 - AVL - AVL List GmbH - AT

2 - BWR - Borgwarner Ludwigsburg GmbH - DE

3 - BOSCH - Robert Bosch GmbH - DE

4 - DAI - Daimler AG - DE

5 - DINEX - Dinex Ecocat OY - DK

6 - FPT - FPT Industrial S.p.A. - IT

7 - IDIADA - Idiada Automotive Technology S.A.- ES

8 - IVECO - Iveco Espana SL - ES

9 - MAN - MAN Truck & Bus AG - DE

10 - POLIMI - Politecnico di Milano - IT

11 - RCD - Ricardo UK Limited - UK

12 - SAG - SAG Motion GmbH - AT

13 - TNO - Nederlands organisatie voor toegepast natuurwetenschappelijk onderzoek - NL

14 - TUG - Technische Universiteit Graz - AT

15 - UEF - ITA-Suomen Ylipisto (University of Eastern Finland) - FI

16 - UASE - Hochschule Esslingen - DE

17 - UNR - Uniresearch BV - NL

18 - VOLVO - Volvo Technology AB - SE

19 - VIF - Virtual Vehicle Research Center - AT

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Executive summary

The aim of this deliverable D8.3 Dissemination plan – initial version is to present the planned actions for dissemination and communication. Also the achievements of the project consortium in terms of dissemination of the project vision, ideas, and results until to date (Month 9) will be summarized in this document.

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1 Purpose of the document

This document describes the approach, tools and measures that will be implemented during the HDGAS project in order to support a wide dissemination of the project's results.

1.1 Document structure

In subsequent chapters the dissemination approach, rules and organization and activities to date are described.

1.2 Deviations from original Description in the Grant Agreement Annex 1 Part A

1.2.1 Description of work related to deliverable in GA Annex 1 – Part A

D8.3 : Dissemination plan – initial version [M9]

The Dissemination Plan will be prepared in order to maximize the potential impact of the project results. In the document, specific target groups and related specific dissemination activities will be presented.

1.2.2 Time deviations from original planning in GA Annex 1 – Part A

There are no deviations with respect to timing of this deliverable.

1.2.3 Content deviations from original plan in GA Annex 1 – Part A

There are no deviations from the Annex 1 – Part A with respect to the content.

2 Introduction

The main objective of WP8 is to maximize the dissemination of results and to express them in terms that are readily understandable to stakeholders at governments, industry, and suppliers in order to accelerate the implementation of the research findings, and to make certain that HDGAS impacts will become known to the widest possible group of potential users.

In Task 8.1, dissemination tools are developed by the WP Leader: Uniresearch (UNR), with contributions of all HDGAS partners.

In Task 8.2 the dissemination and external communication activities are defined.

The aim of this task is to maximize the dissemination of results through e.g. a promotional campaign, and to promote the dissemination of the project findings through presentations at project workshops, scientific publications and preparing information for the project website and finally to facilitate technology transfer and accelerate dissemination of on-going research activities.

The dissemination approach is described in Chapter 3. It includes among others:

- Target groups and stakeholders;
- Dissemination channels and tools;
- Dissemination efforts for each of the various channels.

The dissemination rules and organization are described in Chapter 4, as well as the procedure for dissemination as agreed in the HDGAS Consortium Agreement.

Chapter 5 includes a section on the achievements related to dissemination made so far.

3 Dissemination Approach

The HDGAS Dissemination Plan (D8.3) is prepared to give a holistic account of the communication actions of the project, as well as to identify the Objectives, targets, and strategies related to all communication activities. The plan will give orientation for the activities throughout the entire duration of the project. Communication and dissemination activities are crucial for the execution and the success of the project and need to be carefully described and planned in advance. This document will be regularly evaluated and updated according to the rising dissemination needs throughout the project and future feedback from the HDGAS Executive Board.

First and foremost the dissemination activities should support the exploitation activities of the project, where it makes the results known to future customers of heavy duty gas engines, as well as generate business opportunities for all project partners. This plan therefore, describes the role of the partners within the project activities and in general it will serve as a guideline for the partners in relation to the dissemination actions towards the general audience and beyond the stakeholders directly involved in the project.

3.1 Aim

The Dissemination of the project results and outputs are indispensable for optimizing the value of the project, e.g. firming the impact of HDGAS. These efforts will not just be focused on the three year project duration, it will also be directed at building for continuity of the HDGAS collaboration extending its lifetime. With this main goal the dissemination plan will establish the rules and guidelines on how the project will share its outcomes with the target groups (see below for more detail) and networks, policy makers and relevant institutions & organizations, and how it will contribute to the overall dissemination strategy.

3.2 Dissemination strategy

1. To communicate/disseminate the knowledge – after protection of intellectual property – to the international transport community and beyond. Many partners are members of the following organisations/associations:
 - ERTRAC, the European Technology Platform (ETP) for Road Transport (www.ertrac.org)
 - ACEA, the European Automobile Manufacturers' Association (www.acea.be)
 - EUCAR, the European Council for Automotive R&D (www.eucar.be)
 - EGVI, European Green Vehicles Initiative (www.egvi.eu)
 - NGVA, Natural and bio Gas Vehicle Association (www.ngvaeurope.eu)

FPT Industrial is also member of EUROMOT (the European Association of Internal combustion engine manufacturers), EMA (Truck & Engine Manufacturers Association) and INTERREGS (International Regulation).

Robert Bosch GmbH and BorgWarner are members of CLEPA, the European Association of Automotive Suppliers.

AVL List GmbH, Idiada, Ricardo Plc, TNO and TU Graz are members of EARPA. TNO is also a member of EARTO.

Many consortium partners have relationships with chief scientific advisors, ministers and key influential people and are active in lobbying (inter)national governments for advancements in sustainable transport and logistics;

2. To interact with international partnerships and counterparts. The latter amongst others through ACEA, EUCAR, NGVA ERTRAC and IRU ;
3. To create adoption and positive public awareness through the website and optionally through campaigns directed at social media. This becomes relevant in the market introduction phase.

The strategy is depicted in Figure 1-1.

		Main dissemination tools					
		Public Website updates (Deliverables, etc.)	Presentation of results at external events	Publication and articles in specialised press	Project Identity	General documentation (Flyer, newsletter, press releases, etc.)	Project workshops and final conference - presentation of project outcomes
target audience	HDGAS consortium	x	x	X	x	x	x
	Stakeholders/colleagues from within companies of the HDGAS consortium	x	x	x	x	x	x
	Related projects	x	x	x	x	x	x
	Other interested stakeholders						
	The Heavy Goods Transport community	X	X	x	x	X	X
	EGVI, ERTRAC, ACEA, EUCAR, NGVA	X			X	X	X
	ISO working group TC22	X	x		X	X	X
	CLEPA	X			X	X	X
	EARPA	X			X	X	X
EARTO	x			X	x	x	

Figure 3-1 HDGAS Dissemination Strategy

3.3 Target groups and stakeholders

Communication will be aimed at the following target audiences and groups:

1. The Heavy Goods Transport community comprising transport companies ranging from small companies to international operating medium and large sized companies;
2. The European Technology Platform (ETP) for Road Transport and underlying initiatives, e.g. Green Vehicles and advisory bodies, e.g. ERTRAC;
3. Agencies, legislative authorities, standardization committees (e.g. ISO, SAE international), organisations and special interest groups linked to the project's goals and subject as well as to representatives of the European - and national parliaments;
4. Any other interested parties: the general public, (inter)national newspapers, the wider press (TV, radio, schools/colleges/universities, etc.)

A database of relevant company contacts is being compiled with input from all partners. Categorization according to the above will be applied to allow for mailings targeted at specific groups. The database is accessible via HDGAS project partner internal website. The database will be maintained by the project management team (Uniresearch).

3.4 Communication and Dissemination Objectives

The communication and dissemination actions in HDGAS are envisaged to communicate and disseminate the project's main scientific achievements and to draw attention to the initiatives organized by the partners of the project as well as their participation in major European and worldwide events and scientific conferences.

The Exploitation plan aims to strengthen and speed up the market uptake of successful results of the project by development of an exploitation strategy supporting the partners involved with exploitation during the different stages of the project. This plan D8.5 will be provided in month 12 of the project. This dissemination plan will support the aims of the exploitation plan in safeguarding a broad communication and dissemination effort, e.g. project branding.

3.5 Dissemination Channels and Tools

The main channels and tools used for dissemination include:

- HDGAS website - a portal providing downloadable short explanatory information, press releases, photos, videos, project flyer(s) and e-newsletters with easily digestible information;
- HDGAS database - a database of relevant stakeholders, interested parties and people for e-newsletters and providing information about HDGAS events;
- HDGAS Presence at events - present project results at international conferences such as the International Automobile Ausstellung (IAA 2016), European Transport Research Arena (TRA 2016), Transport Research Board (TRB 2015-2016), Heavy Vehicle Transport Technology (HVT14 in 2016), Truck and Bus World Forum (T&BWF 2015), ICWIM7 (International Conference on Weigh-in-Motion of Road Vehicles, Rio, 2016)
- HDGAS Involvement - active involvement in working groups and committees such as SAE international and ISO on relevant standardisation aspects, e.g. ISO/TC 22/SC 25 “Vehicles using gaseous fuels”;
- HDGAS Scientific Publications - publications in internationally renowned business and scientific journals such as the Journal of Automotive Technology, Journal of Heavy Duty Transport, International Journal of Transport Technology, International Journal of Vehicle Design - Heavy Vehicle Systems, Journal of Applied Logistics and International Magazine on Trailer Specials;
- Presence (stands) and presentations at relevant exhibitions and trade fairs, e.g. Hannover Messe, the International Automobil Ausstellung (IAA 2016), World Automobile Technologies;
- HDGAS workshops and conferences - open workshop (or mini conference) at the TRA 2016 and at the end of the project TRA 2018 as part of a regular International Automotive Technology conference, the IAA in Hannover (DE).

Apart from the mentioned tools, presentations on the project, images and graphics will be produced to support the dissemination actions that the individual partners may undertake.

3.6 Quantification and timing of the Dissemination activities

Table 3-1 provides a quantification of the project’s dissemination activities, and sets a basis for verifying whether the project dissemination objectives have been met. Monitoring will be done throughout the project and included in the official reporting at M18 and M36.

Table 3-1 Quantification of general HDGAS Dissemination Activities

Dissemination measure	Purpose	Key performance indicators
Project updates on HDGAS website	General information	≥ 6 updates/year ≥ 500 views/year
Organization of GA and EB meetings	Knowledge exchange	≥ 4 meetings/year
Organization of workshops	Knowledge exchange	≥ 1 workshop/year
Participation in Conferences, meetings	Knowledge exchange	6 conferences in total Participation in ≥ 1 meeting/year
Open Access publications	Research	≥ 5-10 publications in total
Online publishing (online magazines, newspapers, newsletters, blogs)	General information	≥ 3 newsletters (yearly)

3.6.1 Dissemination timing

The proper timing of the dissemination actions is crucial for an effective dissemination of the project results. The picture below depicts the overall project planning of all activities in the WP8 Dissemination and exploitation.



Figure 3-1 HDGAS Dissemination Timing

In the first year of the project all the tools and services needed to perform a proper dissemination and communication are set up. In the remainder of the project the planned activities are executed and monitored. This highlights the importance of a proper dissemination plan. Next to this, the Exploitation plan and activities are linked closely to the Dissemination activities.

However, the dissemination and preparation of the projects exploitation will not end with the project ending. Next to further developing the results towards market introduction, also the dissemination efforts will continue to support the market entry phase.

Future dissemination activities

2018 – 2020	Demonstration activities at end-user level to gain acceptance of the new technologies
2018 – 2020	Present results of research activities as follow-up at international conferences, e.g. TRA 2018 and through the project’s website
2018 – 2020	Availability of the project website, to keep results and findings directly accessible to the public
2018 – 2020	Presentation of overview reports to stakeholder groups like CLEPA, EARPA, EUCAR

4 Dissemination rules and organization

4.1 Dissemination WP leader

The dissemination actions will be organized and led by WP8 leader Uniresearch as disseminator, supported by all partners and especially the WP leaders, represented in the Executive Board. These major dissemination activities will be monitored during half annual progress reporting with contributions from the entire consortium. With respect to technical publications and project presentations at international conferences a strong contribution from all partners is expected.

4.2 Contributions of HDGAS partners

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

- Publication on scientific and peer-reviewed journal papers related to the information gathered by HDGAS
- Announcements of HDGAS developments on their organizations' websites
- Keeping the Coordination Team updated over the developments, changes, and notable findings of HDGAS in a timely manner
- Informing stakeholders of the progress of HDGAS if they encounter them at any technical workshop or event
- Contribute in gathering relevant scientific, industry and policy contacts from their own country and from different available sources and in updating the list by sending information to the dissemination WP leader, Uniresearch
- Contribute (also through their organizations' press offices) in gathering media contacts from their own country and from different available sources and in regularly updating the list by sending information to the dissemination WP leader
- Supporting in customizing the communication material prepared by the WP leader (in EN) in the country language and for a local audience, if necessary

4.3 Rules for Dissemination and publication

The rules of Dissemination and publication are described in the Consortium Agreement, Art. 15. Here below the copy of that article is provided.

Article 15: Dissemination, Publicity and Press Releases

15.1 The BENEFICIARIES shall not issue any press release or similar publicity about the PROJECT without the prior approval of the EXECUTIVE BOARD, which shall not be unreasonably withheld or delayed longer than four weeks after receipt by the EXECUTIVE BOARD.

15.2 Without prejudice to any other obligations in this CONSORTIUM AGREEMENT, each relevant BENEFICIARY shall be entitled to disseminate and/or publish without prior notice to the other BENEFICIARIES its own RESULTS. In case such RESULTS are jointly generated by two or more BENEFICIARIES or contains BACKGROUND or CONFIDENTIAL INFORMATION of a CO-OWNING BENEFICIARY, the CO-OWNING BENEFICIARY being interested in dissemination and/or publication, shall ask the other CO-OWNING BENEFICIARIES for their written consent.

A BENEFICIARY shall not disseminate or publish BACKGROUND, RESULTS or Confidential information of another BENEFICIARY without the prior written approval of the BENEFICIARY.

The other CO-OWNING BENEFICIARIES are entitled to object the publication or other dissemination activities if

(a) the objecting BENEFICIARIES' LEGITIMATE INTERESTS are compromised by the publication or other dissemination activity, or

(b) the protection of the objecting BENEFICIARIES' RESULTS is adversely affected.

The objection has to be in writing and to include a precise request for necessary modifications.

4.4 Dissemination acknowledgement and disclaimer

Any dissemination activities and publications in the project, including the project website will:

1. Display the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence.
2. All publications shall include the following statement (from GA art. 29.4): "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 653391."

5 Dissemination Achievements & Plans

Below an overview of the dissemination achievements until month 9 of the project and planned activities as known at this point in time. The dissemination activities will be continuously monitored and collected in a separate excel table, set up as requested in the EC official reporting.

Date	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved	Description
Sept 2015	Public Website	All	Europe, World wide	> 1,000	UNR	The URL is www.hdgas.eu There are two parts: a public and a restricted part
Sept 2015	Logo and templates	All	Europe	> 500	UNR	Project logo is created and the colour scheme and branding of the HDGAS project is formalised.
Sept 2015	Flyer publication with general project information for public project dissemination	Public	All, world wide	> 100	UNR	The Flyer publication is made public and published on the HDGAS website
Sept 2015	Publication during JSAE / SAE Powertrains, Fuels and Lubricants, International Meeting, September 1st – 4th 2015, Kyoto, Japan	Automotive R&D community	All, world wide	>100	AVL	Publication “About Describing the Knocking Combustion in Gasoline and Gas Engines by CFD Methods” By P. Priesching, M. Bogensperger, J. Schneider, A. Poredos
Oct 2015	HDGAS Press Release	Public	All, world wide	> 1,000	RCD	
Oct 2015	HDGAS Presentation at a workshop with "Bundesverband Güterkraftverkehr Logistik und Entsorgung (BGL) e.V." - Munich	Automotive R&D community	Europe	~40	MAN	
Nov 2015	HDGAS Presentation at the ‘Clean Power for Transport - Natural Gas and Biomethane from Policy to Practice’, Brussels	EU Commission, engine and vehicle manufacturers and gas suppliers	Europe	~50	VOLVO	Title of presentation: ‘Horizon 2020 HD Gas project and LNG truck technology developments’
Nov 2015	HDGAS Poster	Automotive R&D community	Europe	> 200	TNO	Poster in the annual COPEC10 conference - Tenth International Congress on Catalysis and Automotive Pollution Control

Nov 2015	Publication during 10th International MTZ Conference 24 and 25 November 2015 Speyer Germany Heavy-Duty, On- and Off-Highway Engines	Automotive R&D community	Europe	> 200	AVL	Publication "Combustion Concepts for Commercial Gas Engines with highest Efficiencies" by Anton Arnberger Johannes Andersen Karl Wieser Heimo Schreier
Dec 2015	Workshop on standardisation of fuelling connector	OEMs, suppliers	Europe	~40	DAI	
April 2016	Newsletter no. 1	Public	Europe	> 100	UNR	
April 2018	Project dissemination Final Public Workshop	Public	All, world wide	< 100	AVL	Final event to display and promote the final project findings and results

5.1 Dissemination Activities realized to date

5.1.1 Website

The website has been designed and will be maintained and updated regularly. It can be found at the web address: www.hdgas.eu

The website will:

- act as contact point for third interested parties;
- provide a brief project summary and project information;
- provide company profiles of each of project Partners and a link to its web sites;
- inform the public with the on-going and ended research and innovation activities;
- host the publications of the project for the general public (flyers and (summaries of) technical publications);
- provide links to other research activities;
- contain contact details for the project coordinator and project manager

Role of the partners: UNR will develop and maintain the website. HDGAS partners will provide links to their own company websites and will comment on the functions and content of the project website.

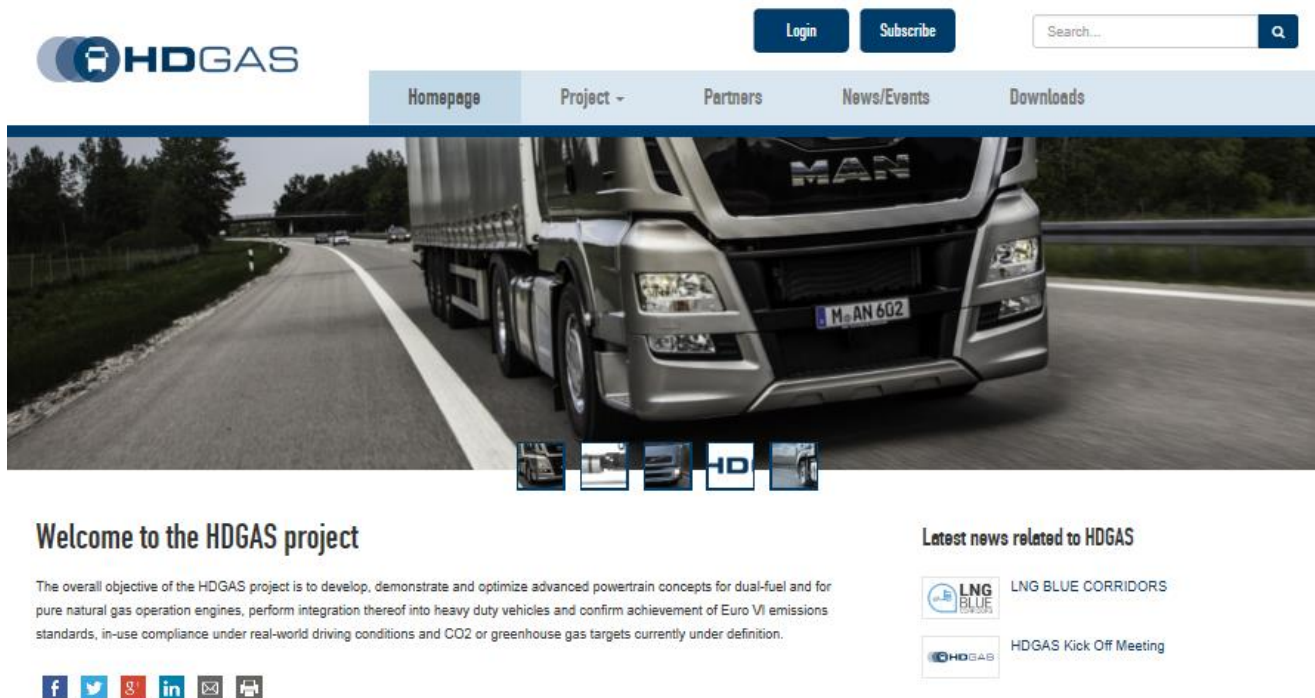


Figure 5-1 Public website HDGAS Project (www.hdgas.eu).

The web address will be widely advertised and it is intended to be of interest to potential end-users.

On the public website relevant events and news items will be published to show to the general audience where possible results of the HDGAS project will be presented.

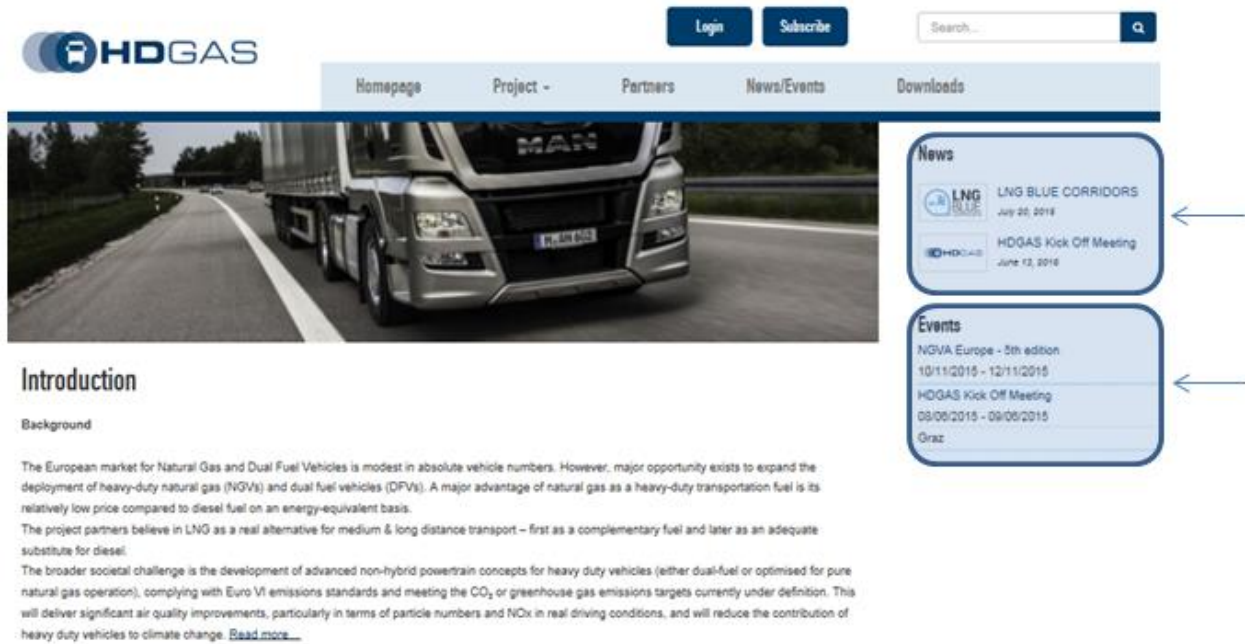


Figure 5-2 List of events on the public website where the HDGAS project will be represented

A password-protected “members-only” website is used to post non-public deliverables and other information internal on the project, for members of the consortium. This site is also accessible for the project partners via the public website.

5.1.2 Dissemination database

As stated in section 2.1 a dissemination database is being developed. A list of relevant persons and companies / organisations is being compiled with input from HDGAS partners. The contact persons are categorised in groups as defined in section 2.1 to allow for targeted mailings. The database is accessible via the HDGAS internal website. Currently it includes over 100 persons. It will be maintained and updated by Uniresearch during the runtime of HDGAS.

5.1.3 Project logo

An important item to establish the project’s identity is the project’s logo. This logo was created in month one of the project and will be included in all presentations, reports, documents, etc., of the project. The logo is shown in the figure below. It was chosen by the entire consortium from 3 possible designs. This was done during the project’s kick off meeting.



Figure 5-3 HDGAS Logo

5.1.4 Flyer, newsletters & presentation

To promote the project to a wide audience and to the specific target groups, a project flyer was created and will be widely disseminated to the contacts in the Dissemination database, and on request. The flyer has an attractive

appearance and contains details on the project objectives, scope, targets and foreseen outcomes. This flyer will be largely distributed to the target group database, made available on the website and distributed at conferences and exhibitions.

A frequent Newsletter will be published for the general public. The distribution procedure of the newsletter will be the same as for the general Flyer: distribution to the database and made available on the website.

Role of the partners: UNR will create the above described material including a target group database of contact details. The information for the database will be collected with the support of all partners, implemented in the database by UNR and updated regularly. HDGAS partners will contribute to the flyer and newsletters by providing detailed descriptions of the past/ongoing activities supported with high quality graphical images.

5.2 Scientific and technical publications

To increase the impact of the project results and to promote debate to accelerate the implementation of these results, presentations will continuously be given at international conferences and exhibitions. Envisaged actions are:

- yearly presentations of the project/project results at one or more conferences
- (invited) presentations at events by EC, national governments and other stakeholders
- publications in scientific journals (once the IPR is protected)

Role of the partners: all partners to contribute and initiate these activities, when appropriate. UNR will issue and maintain a list of publications and presentations as part of the Dissemination plan and periodic reporting.

5.2.1 International conferences

The HDGAS project partners will present project results at international conferences and exhibitions. The tables below provide possible conferences and business and technical journals. These will be further extended during the project timeframe. The lists below provide a starting point. In a separate excel sheet the planned publications at conferences and exhibitions will be tracked frequently.

Table 5-1 List of publications at Conferences and exhibitions

Id	Conference and exhibitions	Year/date	Partner	Comment
	JSAE / SAE Powertrains, Fuels and Lubricants, International Meeting, Kyoto, Japan About Describing the Knocking Combustion in Gasoline and Gas Engines by CFD Methods P. Priesching, M. Bogensperger, J. Schneider, A. Poredos	September 1 st – 4 th 2015,	AVL	
	10th International MTZ Conference Speyer Germany Heavy-Duty, On- and Off-Highway Engines “Combustion Concepts for Commercial Gas Engines with highest Efficiencies” Anton Arnberger, Johannes Andersen, Karl Wieser Heimo Schreier	24 and 25 November 2015	AVL	

Table 5-2 List of possible Business and scientific journals

Id	Business and scientific Journals	Year/date	Partner	Comment
	None so far			

6 Discussion and Conclusions

The Dissemination plan was initiated already in the proposal phase, updated in the Grant Preparation Phase and the first 9 months of the project and will be continued throughout the project lifetime. The document as provided here, will be submitted to the EC through the EC Deliverable submission system, however in the project this will be a living (running) document. The document and the corresponding dissemination activity tables (publications and journals) as stated in the document will be updated on a regular basis, discussed each month in the Executive Board, and every year in the General Assembly meetings. Next to this, in its role as dissemination manager, Uniresearch will track and trace the Dissemination activities closely.

7 Risks

7.1 Risk Register

Risk management is at the responsibility of WP1. During project monitoring any risks to miss the project targets are identified and managed to minimize them. Thus, actions for mitigation of risks are defined and conducted. An initial risk management plan is set up in WP1.

Risk assessments will be carried out on a 6-9 monthly basis in order to assess existing risks as well as to identify new risks. Risk mitigation plans are being followed up, if necessary adapted or extended. For new risks mitigation plans are generated as well.

7.2 Quality Assurance

The quality assurance mainly aims at the quality of deliverables. The deliverables primarily shall deliver all the initially agreed information which is required by partners to carry out their own work and to fulfil their obligations in the project. Furthermore, the deliverables must be in line with the project targets.

During the Kick Off Meeting it was agreed that the Executive Board is the body for quality assurance. The procedure for review and approval of deliverables is shown in figure 7.1 below.

Figure 7-2 Procedure for review and approval of deliverables

Deliverables

- Author(s):
 - Writing Deliverable – responsible for technical content
- Lead participant as identified in Annex I:
 - Responsible for technical quality and format
 - Responsible for on time delivery / reporting of expected delays
- Work Package leader:
 - Responsible for checking quality of reporting
 - Consistency and “fit” into the Work Package
- Review by other partner OR Executive Board:
 - Check: Fit with DoW/project objectives
 - Check: Fulfils expectations of all WPs
- Coordinator:
 - To approve the deliverable
 - Delivery on time to EC via UNIRESEARCH



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Disclaimer

This document reflects the views of the author(s) and does not necessarily reflect the views or policy of the European Commission. Whilst efforts have been made to ensure the accuracy and completeness of this document, the HDGAS consortium shall not be liable for any errors or omissions, however caused.