

TDAP Wave 4 Communications Toolkit

Congratulations on being awarded funding in the Advanced Propulsion Centre's fourth wave of TDAP.

You'll no doubt be keen to start communicating your success. We've produced this toolkit to outline what communications APC have planned and to help you with any external communications you intend to do.

If you have any questions on how to communicate your project in relation to this funding, please contact our PR agency – Distil Communications - for direct support.

Distil Communications:

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APC Wave 4 Kick-off Communications and Timings

APC will be issuing an initial press release to announce the funding support for all successful projects in TDAP Wave 4, which will be supported across our digital channels (APC website and our social media profiles on Twitter and LinkedIn):

- Projects to receive TDAP Wave 4 Winners press release for review: 22nd April
- Projects to send back any comments by: 24th April
- TDAP Wave 4 Winners press release issued to media: 28th April
- APC website updated with TDAP Wave 4 Winners: 28th April
- TDAP Wave 4 Winners social media post: 28th April

The TDAP Wave 4 Winners announcement is embargoed until 10:00 28th April, so please don't share any external communications prior to this.

Aligning your communication activity with the timeline above will help maximise reach and engagement.

A further three separate press releases, focusing on each technology area and relevant TDAP projects in more detail (lightweight vehicle and powertrain structures, energy storage and energy management and electric machines and power electronics) will then be phased over the following two weeks (w/c 4th and 11th May), which will again be supported across our digital channels. A more detailed communications schedule will be shared with each TDAP project in due course.

NB: There may well be follow-up media interest or requests for comment. Please ensure Distil Communications have the correct contact details for your organisation before 29th April 2020, so we can respond as quickly as possible to the media.

Press Releases

If you're issuing a press release about your funding from APC please use the below quote from TDAP Manager, Josh Denne:

TDAP Manager from the Advanced Propulsion Centre, Josh Denne said: "We are delighted to be working with <insert project name> as part of our Technology Developer Accelerator Programme (TDAP). At the APC we are committed to working with micro, small and medium organisations developing innovative low-carbon technologies. Companies such as <insert company name> play a crucial role in the automotive industry's net zero carbon future. By supporting them at the beginning of their journey we hope to ensure their innovative technology becomes commercially viable."

In any press release that mentions your APC funding, please ensure you use the following boiler plate in your 'Notes to Editors' section:

About the Advanced Propulsion Centre:

The Advanced Propulsion Centre (APC) accelerates the industrialisation of technologies which will help to realise net-zero emission vehicles. It is at the heart of the UK government's commitment to end the country's contribution to global warming by 2050.

Since its foundation in 2013, APC has funded over 110 low-carbon projects, involving more than 290 partners. The technologies developed in these projects are projected to save over 179 million tonnes of CO₂, the equivalent of removing the lifetime emissions from 6.5 million cars.

APC projects have helped generate economic benefits too. Companies involved have seen turnover increases of 14–17%, with new jobs increasing by 8–10%. Together these have generated a 17% Gross Value Added uplift.

With its deep sector expertise and cutting-edge knowledge of new propulsion technologies, APC's role in building and advising project consortia helps projects start more quickly and deliver more value. In the longer term, its work to drive innovation and encourage collaboration is building the foundations for a successful UK industry.

For more information go to apcuk.co.uk or follow us @theapcuk on Twitter and Advanced Propulsion Centre UK on LinkedIn.

Media Lists

If you would like help in developing a list of media contacts (local or tech-specific) for your project please contact Distil Communications, who will be happy to help.

Social Media Guidance

If you're issuing any social media posts please follow the guidelines below. If APC is tagged appropriately we can then try to engage with your posts from our own channels and increase your impact:

- Please tag @theapcuk on Twitter and Advanced Propulsion Centre UK on LinkedIn
- We'd suggest you use the following hashtags: #lowcarbonfuture #netzero #TDAPW4
- We strongly suggest using an image to accompany your post to drive engagement, which if possible, should include a person or technology.

Referring to the APC:

- Please refer to the APC in the first instance as the **Advanced Propulsion Centre (APC)** and **APC** thereafter
- Please refer to TDAP in the first instance as **Technology Developer Accelerator Programme (TDAP)** and **TDAP** thereafter
- Please refer to your funding as '**part of the fourth wave of the APC's TDAP initiative.**'

FINALLY, PLEASE NOTIFY DISTIL COMMUNICATIONS TO ANY PLANNED COMMUNICATIONS FROM YOUR ORGANISATION AT LEAST 48 HOURS IN ADVANCE, SO ACTIVITY CAN BE SUPPORTED FROM APC.