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Deliverable D10.1

Plan for the dissemination and exploitation of results including communication activities

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Executive Summary

The *Plan for the Dissemination and Exploitation of results including communication activities* (D10.1) outlines the EV4EU's dissemination and exploitation plan and activities. It consists of at least two versions, being the first submitted at M6 then updated at M24 (or earlier if changes are justified). This deliverable has been prepared by the leader of Work Package (WP) 10 – INESC-ID.

The EV4EU project aims to develop user-centric management strategies and solutions for the mass growth of electric vehicles (EVs). To be a successful and impactful project, the strategies and solutions must be communicated, disseminated, and exploited by relevant target groups. Thus, the plan here proposed will identify the group audiences for EV4EU, how to reach them with actions, tools, materials, and key performance indicators (KPIs), and finally how to promote knowledge transfer and market update of the results generated in the project.

This deliverable follows a preliminary dissemination, communication and exploitation strategy agreed by the consortium and described in the EV4EU grant agreement, now in more detail. Briefly, this document presents information about EV4EU target audiences and key messages, communication tools, dissemination activities and monitorization through KPIs, and exploitation activities, highlighting the communication tools that were developed during the first semester of the project, such as project visual identity, website, social media channels, templates and promotion materials.

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Acronym

CINEA	European Climate, Infrastructure and Environment Executive Agency
CPM	Charging Point Manufacturer
CPO	Charging Point Operators
D10.1	Deliverable 10.1
DMS	Distribution Management System
DSO	Distribution System Operators
EP	Energy Producers
EV	Electric Vehicles
EV4EU	Electric Vehicles Management for Carbon Neutrality in Europe
KPI	Key Performance Indicator
TSO	Transmission System Operators
V2G	Vehicle-to-Grid
V2H	Vehicle-to-Home
V2X	Vehicle-to-Everything
VPP	Virtual Power Plants
WG	Work Group
WP	Work Package

1 Introduction

1.1 Scope and Objectives

This document, *Plan for the dissemination and exploitation of results including communication activities*, D10.1, corresponds to the first dissemination, exploitation, and communication deliverable of the EV4EU WP10.

The EV4EU project aims to develop V2X management strategies and solutions to overcome the challenges that limit the massification of EVs. To maximise impact, EV4EU vision and progress must be widely spread to target audiences from the very beginning of the project, and stakeholders must be actively engaged in all phases of the project implementation and development. Thus, it is crucial to follow a strategic communication, dissemination, and exploitation plan to ensure that appropriate activities are taking place to raise awareness and inform about the project, funding source, and results, to ultimately create value within the target audiences and initiatives in Europe.

First, it is important to clearly understand the different concepts here presented: *communication*, *dissemination* and *exploitation*. According to Horizon Europe [1], *communication* is the act of informing the target audiences about the vision, activities, and results of the project. *Dissemination* refers to the act of making the research and scientific and technological knowledge available to potential users, and it strongly relies on the principle of open science. *Exploitation* refers to the actions required for the knowledge to be transferred and the results used or commercialised into new products and services. Thus, these three actions are closely related, interdependent and together, they will maximize the impact of the EV4EU results.

The EV4EU dissemination, communication and exploitation main strategic goals are:

- To ensure maximum visibility of the EV4EU project in the target audiences via appropriate key messages and appropriate channels.
- To make the research, scientific and technological knowledge generated in the EV4EU project available within and beyond the project's consortium, maximizing its impact.
- To promote knowledge and innovation transfer by establishing networks with other projects and initiatives.
- To engage the targeted audience to get feedback and validate the project's results.
- To attract potential users and stimulate the appropriate market segment to support the project's exploitation strategy.
- To encourage additional outcomes in new initiatives.

These objectives will strongly rely on the commitment of all consortium partners to carry out the actions described in this deliverable. Due to the multidisciplinary of the consortium, EV4EU is in a great position to reach a multitude of audiences and influence decisions, behaviours and strategies towards EV adoption. EV4EU partners have well established networks in specific fields, being able to reach and influence certain target groups more easily than others. Thus, all partners should carry out the activities proposed here to reach all relevant audiences. Nevertheless, all communication and dissemination activities undertaken by the partners must be communicated to the EV4EU Coordination Team that is leading and managing the WP10 of Knowledge transfer and dissemination and keeping a record of all the actions.

1.2 Structure

The current document is divided into seven sections plus two annexes. Section 1 introduces and describes the deliverable. Section 2 presents the EV4EU target audiences and respective key messages. Section 3 describes the communication channels and tools. Section 4 identifies the dissemination activities. Section 5 describes how to evaluate and monitor the communication and dissemination activities. Section 6 presents the exploitation strategy. Section 7 presents overall conclusions and considerations about this deliverable. Finally, the ANNEX I and ANNEX II sections show the standard style guidelines and the EV4EU power point template, respectively.

1.3 Relationship with other Deliverables

Deliverable 10.1 establishes the plan of dissemination, communication, and exploitation strategy of the EV4EU activities and results throughout the project. This document defines the strategies to be followed to assure that the knowledge and results produced within the project are properly communicated, disseminated, and exploited to the identified target groups. Thus, this deliverable is transversal to all activities executed within all WPs of the project, in particular those related to the demonstration sites. In that way we will attract several target audiences.

An updated and more extensive plan will be submitted at M24 (D10.2), or earlier if changes are applied. In addition, a complete exploitation plan (D10.5) will be submitted at M12 and updated at M36 (10.6), along with the Standardisation activities plan (D10.7, M12) that will support the exploitation strategy.

2 Target Audience

Overall, EV4EU aims to increase the acceptance and massification of electric vehicles by developing and implementing user-centric management strategies that will impact on batteries, user needs, and power systems including energy markets integration, and on cities' transformation. Ultimately, the massive growth of electric vehicles will contribute to the European carbon neutrality goals set for 2050, for a more sustainable and climate-friendly mobility.

The EV4EU management strategies will be tested at 4 demonstration sites. For a successful implementation of the project in the 4 countries where the activities will be developed, it is crucial to inform local (regional/national) citizens, industries, academia, and governments about the EV4EU vision, strategies, and solutions. Furthermore, EV4EU is also expected to have a broad impact across Europe and worldwide in the sectors of electric mobility and energy transition. Thus, our communication strategies will be developed at two levels:

- 1) Local/National-targeted communication, directed to Portugal - Ponta Delgada, Slovenia - Krško, Greece Mesogia, and Denmark - Ronne and Bornholm.

The local/national communication will target local and national citizens, end users in particular, local and national businesses and industries, municipalities, and governments, to ensure their engagement and interest in the demonstration activities throughout the project. Local and national awareness will also expand the EV4EU network, foster new opportunities and create local value. We will promote, as a general key message, that EV4EU will prepare cities and countries for EV mass adoption taking into account the needs of the EV users.

Strategies for local/national communication: although all materials developed in the context of EV4EU will be in English language, communication materials such as flyers, rollups, newsletters, and videos, can also be translated into Portuguese, Greek, Danish and Slovenian by partners and made available on the EV4EU website, shared among social media, and distributed at local events and conferences to reach local communities more efficiently. EV4EU partners should also, whenever the opportunity arises, participate and/or organize regional or national initiatives and events, and also develop press releases directed to national newspapers and magazines. These efforts will increase the EV4EU impact in local communities, cities, and countries.

- 2) European/international-targeted communication, directed to European institutions (e.g., European Commission), European and worldwide countries and global energy markets.

EV4EU communication will also target citizens, the energy sector, mobility and policymakers in Europe and Worldwide, to promote important synergies and knowledge transfer. We will promote, as general key messages, that EV4EU will provide new services, solutions and business models offering incentives for EV users, will provide solutions for the coordination between EVs and renewables and will provide recommendations for new policies to promote EV adoption for a more sustainable mobility.

Strategies for International communication: as mentioned before, all materials developed in the context of EV4EU will be primarily in English language to reach a broader audience. EV4EU partners will also, whenever possible, participate in international conferences, and develop press releases directed to international newspapers and magazines. Results generated in the context of the project will be published in peer-review international journals, increasing the international visibility and impact of the project.

For the communication, dissemination and exploitation activities to be effective and successful, it is crucial to first identify all relevant target audiences and tailor customized messages for their needs. Several target audiences have already been identified before the start of the project and will be

considered at both local and international communication strategy levels. The identification of the EV4EU target audiences is provided in Section 2.1, and the channels and key messages to target those audiences are presented in Section 2.2.

2.1 Identification of Target Audiences

Although EV adoption has been increasing in the last years, it is still restricted to a small percentage of car users [2]. In order to promote massive EV adoption, there is a need to create strategies and solutions for all relevant players in the electric mobility value chain. Thus, EV4EU vision and results will be disseminated across several target groups (Figure 1). Note that since the project is currently in its initial phase, this list might undergo some changes to adapt to the EV4EU strategies and solutions that are now under development.

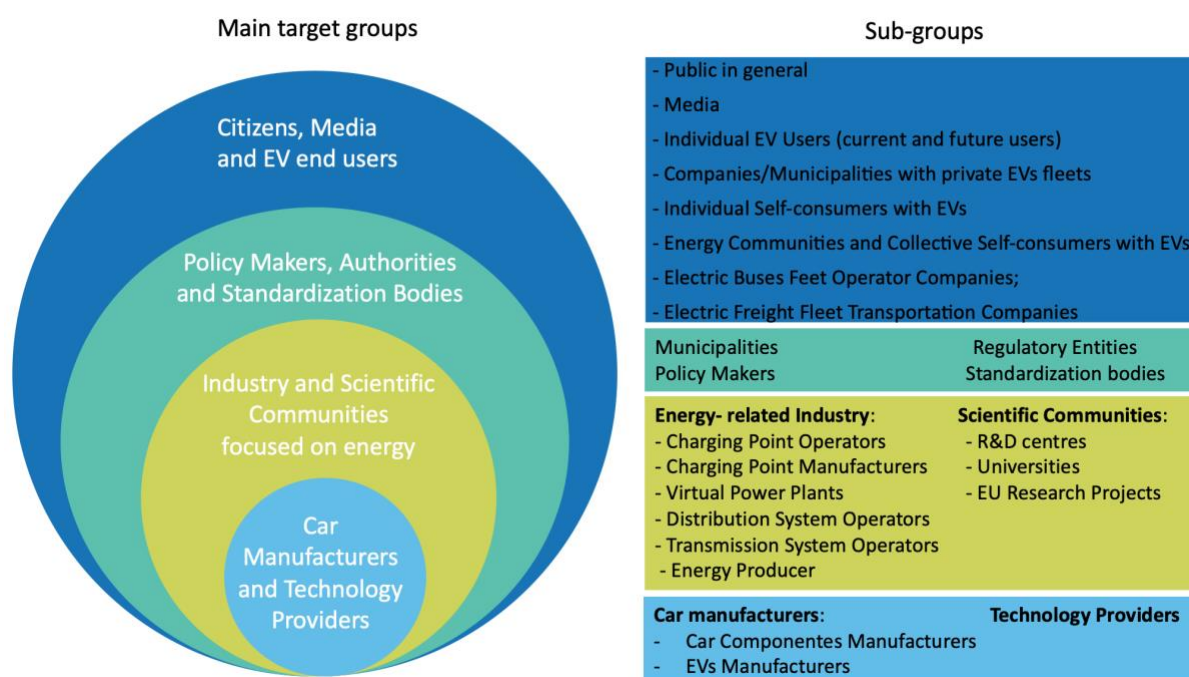


Figure 1 – Identification of EV4EU target groups

One of the main target groups of the EV4EU project comprises *Citizens, Media and EV end users*. Although electrification of the transport sector can impact on citizens health by decreasing air and noise pollution, and on global warming, potential users are still lacking trust in EV technology (perception of lack of security, immaturity and unreliability of technology, small number of charging points, issues with charging duration, questions about environmental safety, emotional attachment, among other factors reviewed in [3]). Current EV users are also missing access to clear and intuitive information about the available services. EV4EU solutions and proposed strategies are designed to address all these challenges, and will be disseminated among media, EV users and all citizens interested in electric mobility and sustainability to promote massive adoption of EV (Figure 1).

The national and European legislation/policies for electric mobility also impact the EV adoption in the different countries. It has been observed that EV adoption is quite low in countries that don't have strong policies and incentives for electric mobility, as oppose to countries that have them in practice [4]. Thus, other important EV4EU target group comprises *Authorities, Policy Makers and Standardization Bodies*. EV4EU project will propose regulatory frameworks for the different countries participating in the project, based on demonstrator's experience to promote the EV adoption and the charging infrastructure development. The project will also propose regulatory frameworks for

individual and collective self-consumption combining renewable energy and V2X. Those proposed initiatives will be disseminated among local, national and European regulatory entities (Figure 1).

For a massive increase of EVs, the EV4EU project will produce knowledge on electric mobility and V2X technologies, and create several results, technologies, business models, services, and tools that can be adopted among *Industry* and *Scientific communities focus on energy* (Figure 1).

Car Manufacturers and *Technology Providers* will also benefit from several EV4EU solutions, e.g., energy system management in parking lots and houses/building (Figure 1).

2.2 Key Messages and Channels to the Target Audience

The tables below (Table 1, Table 2, Table 3, Table 4) identify the key messages and channels towards the 4 main target groups identified for EV4EU project.

As mentioned before, due to the multidisciplinary nature of the EV4EU consortium, specific partners will reach specific target groups easier than others, according to their expertise and network. Thus, we will be committed to assure effective communication to all identified audiences.

Table 1 – Target audience: Citizens, Media and EVs end Users - Key messages and channels

Target Audience	Key message	Dissemination activities	Communication tools
Citizens	We aim to provide general awareness about the project by promoting that EV4EU will develop strategies and solutions that will make EVs widely adopted by citizens - easier to use, more affordable and more climate-friendly.	Workshops, events	Website, social media, publications in media, press releases, newsletters, videos, rollups, flyers
Media	We aim to raise awareness of public opinion and to reach influencers, by promoting that EV4EU will develop strategies and solutions to boost the use of EVs for a more sustainable mobility.	Events	Website, social media, publications in media, press releases, newsletters, videos, rollups, flyers
EVs End Users: Individual EV users (current and future)	We aim to improve user adoption by promoting that EV4EU will study user needs and perception of V2X and create solutions, tools and apps to improve user experience, trust and acceptance.	Workshop, events	Website, social media, publications in media, press releases, newsletter, videos, rollups
EVs End Users: Companies/ Municipalities With a private EVs fleet	We aim to improve EV adoption by promoting that EV4EU will create optimal V2X management strategies for EVs fleets (a cost-effective V2X station to be used in parking lots, and V2X solutions to charge multiple EVs from the same station).	Workshop, events	Website, social media, publications in media, newsletter, videos, rollups
EVs End Users: individual self-consumers with EVs	We aim to improve EV adoption by promoting that EV4EU will develop innovative V2H technologies, creating bidirectional charging solutions and coordinating EVs with renewables, leading to savings in energy bills.	Workshop, events	Website, social media, publications in media, newsletter, videos, rollups
EVs End Users: energy communities and collective self-consumers with EVs	We aim to improve EV adoption by promoting that EV4EU will provide V2X solutions to manage EV fleets in parking lots, charge multiple EVs from the same station and coordinate EVs with renewable energy.	Workshop, events	Website, social media, publications in media, newsletter, videos, rollups
EVs End Users: electric buses fleet operators	We aim to improve EV adoption by promoting that EV4EU will create optimal V2X management strategies for EVs fleets	Workshop, events	Website, social media, publications in media, newsletter, videos, rollups
EVs End Users: electric cargo fleet transportation companies	We aim to improve EV adoption by promoting that EV4EU will create optimal V2X management strategies for EVs fleets	Workshop, events,	Website, social media, publications in media, newsletter, videos, rollups

Table 2 – Target audience: Authorities, Policy Makers & Standardization Bodies - Key messages and channels

Target Audience	Key message	Dissemination activities	Communication tools
Authorities: Municipalities	We aim to promote that EV4EU will develop high-level coordination of V2X management strategies in cities that will foster new policies and create solutions to coordinate EVs with renewables for a more sustainable mobility.	Workshop, events	Website, social media, publications in media, newsletter, videos, rollups
Policy Makers	EV4EU will create new business models and propose regulatory frameworks for different countries based on demonstrators' experience, to promote EV adoption.	Workshops, events, conferences	Website, videos, newsletters, social media, flyers
Regular Entities	EV4EU will create business ecosystems, and influence policy priorities and the results generated will attract more public funding opportunities.	Workshops, events, conferences	Website, social media, publications in media, newsletter, videos, rollups
Authorities: European Institutions	The EV4EU impactful results will attract more public funding opportunities and recommend new policies.	Workshops, events, conferences	Website, social media, publications in media, newsletter, videos, rollups, posters
Standardization groups	EV4EU will contribute to the standardisation process of interfaces for V2X.	Workshop, events, conferences, scientific publications	Website, social media, newsletters, flyers, videos.

Table 3 – Target audience: Industry and Scientific Communities focus on energy - Key messages and channels

Target Audience	Key message	Dissemination activities	Communication tools
Energy-related Industry: Charging point Operator (CPO)	EV4EU will create decision support tools for CPOs, will define flexible capacity contracts and create an open V2X management platform to assure interoperability, scalability, security and privacy.	Workshops, events, scientific publications, conferences	Website, social media, publications in media, newsletter, videos, rollups, posters, flyers
Energy-related Industry: Charging point Manufacturers (CPM)	EV4EU will create solutions and management strategies to improve the EV charging experience	Workshop, events, scientific publications, conferences	Website, social media, publications in media, newsletter, videos, rollups, posters, flyers
Energy-related Industry: Virtual power plants, (VPP)	EV4EU will create decision support tools for VPPs, define flexible capacity contracts, and create a new energy management algorithm that will improve VPP services and competitiveness.	Workshop, events, scientific publications, conferences	Website, social media, publications in media, newsletter, videos, rollups, posters, flyers
Energy-related Industry: Transmission System Operators (TSO)	EV4EU will develop demand response services and flexible capacity contracts to minimize grid reinforcement	Workshops, events, scientific publications, conferences	Website, social media, publications in media, newsletter, videos, rollups, posters
Energy-related Industry: Distribution System Operators (DSO)	EV4EU will develop demand response services and flexible capacity contracts to minimize grid reinforcement and will integrate V2X management in distribution management systems.	Workshop, events, scientific publications, conferences	Website, social media, publications in media, newsletter, videos, rollups, posters, flyers
Energy-related Industry: Energy producers (EP)	EV4EU will create solutions to coordinate EVs with renewable energy	Workshops, events, scientific publications, conferences	Website, social media, publications in media, newsletter, videos, rollups, posters, flyers
Scientific communities: Universities (teaching)	EV4EU will provide results from the demonstration activities and up-to-date knowledge from the lessons learned in the demonstration sites.	Workshop, events, scientific publications	Website, social media, newsletter, videos, rollups, posters, flyers
Scientific communities: R&I Centres	EV4EU will develop a co-simulation platform for V2X management strategies considering the impact on electric grids and traffic, in the cities, and will develop methodologies for autonomous management of V2X, and create datasets from the demonstration activities.	Workshop, events, scientific publications, conferences	Website, social media, newsletter, videos, rollups, posters, flyers
Scientific communities: European Research projects	EV4EU will create new opportunities for synergies with other European projects.	Workshop, events, scientific publications, conferences	Website, social media, newsletter, videos, rollups, posters, flyers

Table 4 – Target audience: Car Manufacturers and Technology Providers - Key messages and channels

Target Audience	Key message	Dissemination activities	Communication tools
EV car manufacturers	EV4EU will develop parking lot and houses/building energy management solutions to improve the charging experience, battery autonomy and user acceptance.	Workshops, events, conferences	Website, social media, newsletter, videos, rollups, flyers
Car components manufacturers	EV4EU will develop several solutions that improve the charging experience, battery autonomy and user experience.	Workshops, events, conferences	Website, social media, publications in media, newsletter, videos, rollups, flyers
Technology Providers	EV4EU will develop and test V2X strategies and solutions at 4 different demonstration sites	Workshops, events, conferences	Website, social media, publications in media, newsletter, videos, rollups, flyers

3 Communication Channels and Tools

The communication channels and tools proposed in the current Dissemination Plan, D10.1, aim to increase the project visibility, recognition, and awareness and to promote active engagement of the target audiences.

In the next sub-sections, we will present an overview of the communication tools and channels: EV4EU Visual identity (Section 3.1), templates (Section 3.2), website (Section 3.3), social media (Section 3.4), Newsletters (Section 3.5), promotion materials (Section 3.6), press release (Section 3.7) and videos (Section 3.8).

3.1 EV4EU Visual Identity Tools

Together with a professional design agency¹, we developed the project visual identity that will be used in all materials related to the project.

This section presents the logo (Section 3.1.1), colour palette (Section 3.1.2), and standard style guidelines (Section 3.1.3) of the EV4EU project. The materials here presented are available to all EV4EU partners via EV4EU's internal SharePoint.

3.1.1 EV4EU Logo and Rationale

The EV4EU logo was created at M3 and approved during the third Scientific Committee meeting after some minor modifications. The final vertical and horizontal versions of the logo are presented in Figure 2 and Figure 3, respectively.



Figure 2 – EV4EU logo, vertical version



Figure 3 – EV4EU logo, horizontal version

¹ <https://www.behance.net/mateusgranado>

The logo has two elements: the icon and the project acronym. The icon represents a map pin signalling a geographic location, suggesting mobility, cities, and network. The icon is also a combination of the letters that compose the project acronym EV4EU: “E”, “V” and “U” (Figure 4). The upper part of the icon represents the letter “e” for Electric and European. The bottom part of the icon represents the letter “v” for Vehicle and “u” for Union (Figure 4). All of those represent the vision of the project. The icon is accompanied by the project acronym EV4EU either below the logo (vertical version, Figure 2) or to the side (horizontal version, Figure 3).



Figure 4 – Development of the EV4EU logo

The logo was designed to be functional on multiple platforms (website tabs, apps, social media) and different backgrounds (Figure 5). When the logo is displayed on a blue or green background, the logo should be used in one colour, white. When presented on a white or black background, the logo should be presented with a gradient of green and blue. It is also possible to display a one-colour black logo on a lighter grey background.

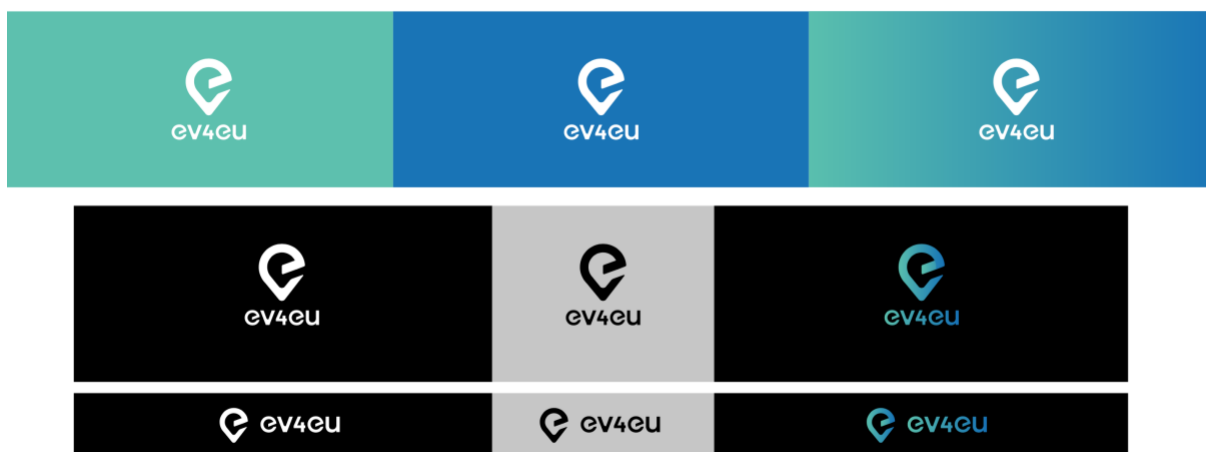


Figure 5 – White, Black and coloured logo versions in different backgrounds.

3.1.2 Colour Palette

The EV4EU main colours, derivations and secondary colours are shown in Figure 6.

The primary colours of EV4EU are green and blue. Green represents environment, efficiency, and sustainability. Blue represents Europe, the planet, and innovation. Both the logo and background used in some materials (e.g., ppt template and banners) are presented with a green and blue colour

gradient, which conveys a futuristic, modern, and evolutionary message. All of those represent the core ideas behind the EV4EU project.

Three additional secondary colours (yellow, orange and raw) were chosen to complement the primary ones (Figure 6).

MAIN COLORS		
RGB - FOR WEB R88 G193 B174	CMYK - FOR PRINT C82% M0% Y39% K0%	#58C1AE
RGB - FOR WEB R14 G115 B185	CMYK - FOR PRINT C87% M51% Y1% K0%	#0E73B9
DERIVATIONS		
RGB:R204 G211 B80 CMYK:C24% M5% Y85% K0% #CCD350	RGB:R94 G186 B233 CMYK:C57% M10% Y0% K0% #5EBAE9	
SECONDARY COLORS		
RGB:R227 G127 B51 CMYK:C8% M60% Y82% K0% #E37F33	RGB:R234 G207 B94 CMYK:C9% M14% Y76% K0% #EACF5E	RGB:R234 G232 B213 CMYK:C8% M5% Y17% K0% #EAE8D5

Figure 6 – EV4EU colour palette

3.1.3 Standard Style Guidelines

Brand Design guidelines were developed and shared among the consortium to ensure that the EV4EU image is consistent/coherent across all partners and is easily recognisable by target audiences. The guidelines are presented in ANNEX I and are related to logo margins, spacing and dimensions, incorrect use of the logo, main font and key graphical elements of the EV4EU project (ANNEX I).

3.2 EV4EU Templates

Within the project we have developed several templates with the EV4EU visual identity described above, to ensure a coherent and professional visual identity in the materials generated by all consortial partners. All templates are available in a dedicated folder in EV4EU’s internal SharePoint.

The available templates so far include Word-format templates (*Deliverables, Internal reports, Meeting agenda, Meeting minutes, Meeting list of Attendance* and soon we will add also the *Newsletter template*), and a PowerPoint template that has been developed by the design agency to be used by all partners for internal and external presentations (e.g., conferences, consortium meetings, public outreach, presented in ANNEX II). If partners develop a non-existing template for their needs, they should also upload it to the EV4EU internal SharePoint folder so that it can also be used by other partners, if needed.

All templates contain the EV4EU logo (Section 3.1.1), graphic elements of the project (ANNEX I) and the European Commission flag with the following disclaimer, acknowledging the EU funding: *“Funded by European Union’s Horizon Europe research and innovation programme under grant agreement no. 101056765. Views and opinions expressed in this document are however those of the authors only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”*

3.3 EV4EU Website

EV4EU’s public website: <https://ev4eu.eu/>, will be launch at the beginning of M7.
Language: English

The website is the main online information channel for the EV4EU project, providing up-to-date information about relevant results and outcomes (project news, events, public deliverables, scientific publications). The website targets all the audience groups identified earlier (Section 2) and it aims to promote interactions with other initiatives, projects, and working groups to increase public awareness and engagement.

Website structure

The website features a simple, modern and accessible design using the EV4EU brand identity presented in Section 3.1, and works well on different devices (smartphones, tablets, laptops).

A brief description of the website content and structure follows.

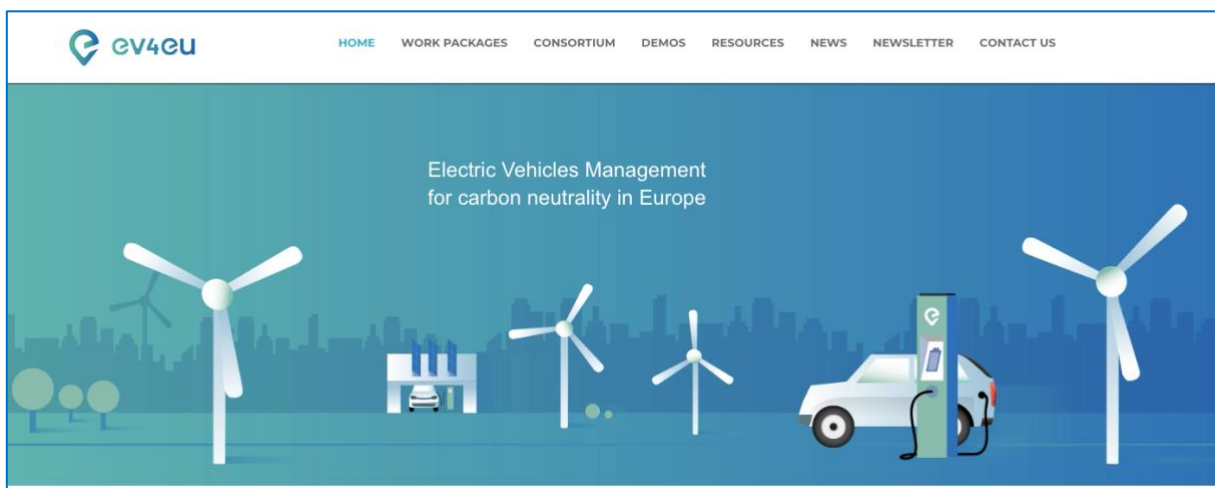


Figure 7 – Homepage of the EV4EU website

Figure 7 shows the homepage of the website. The homepage includes all essential information regarding the project and the available tabs: Homepage, Work Packages, Consortium, Demos, EV4EU Resources, News, Newsletter and Contact Us. The Homepage includes the EV4EU logo, a banner with the EV4EU graphic elements, a section in brief or in numbers with facts about the project (coordinator, duration of the project, number of partners and countries involved, number of demonstration sites and use cases, and funding), latest news and events, EV4EU vision, location of the Demonstration sites, logos and names of the consortium partners, links for EV4EU social media (Twitter, Instagram and LinkedIn), Twitter feed, link for CORDIS website, and Europe Commission logo and disclaimer.

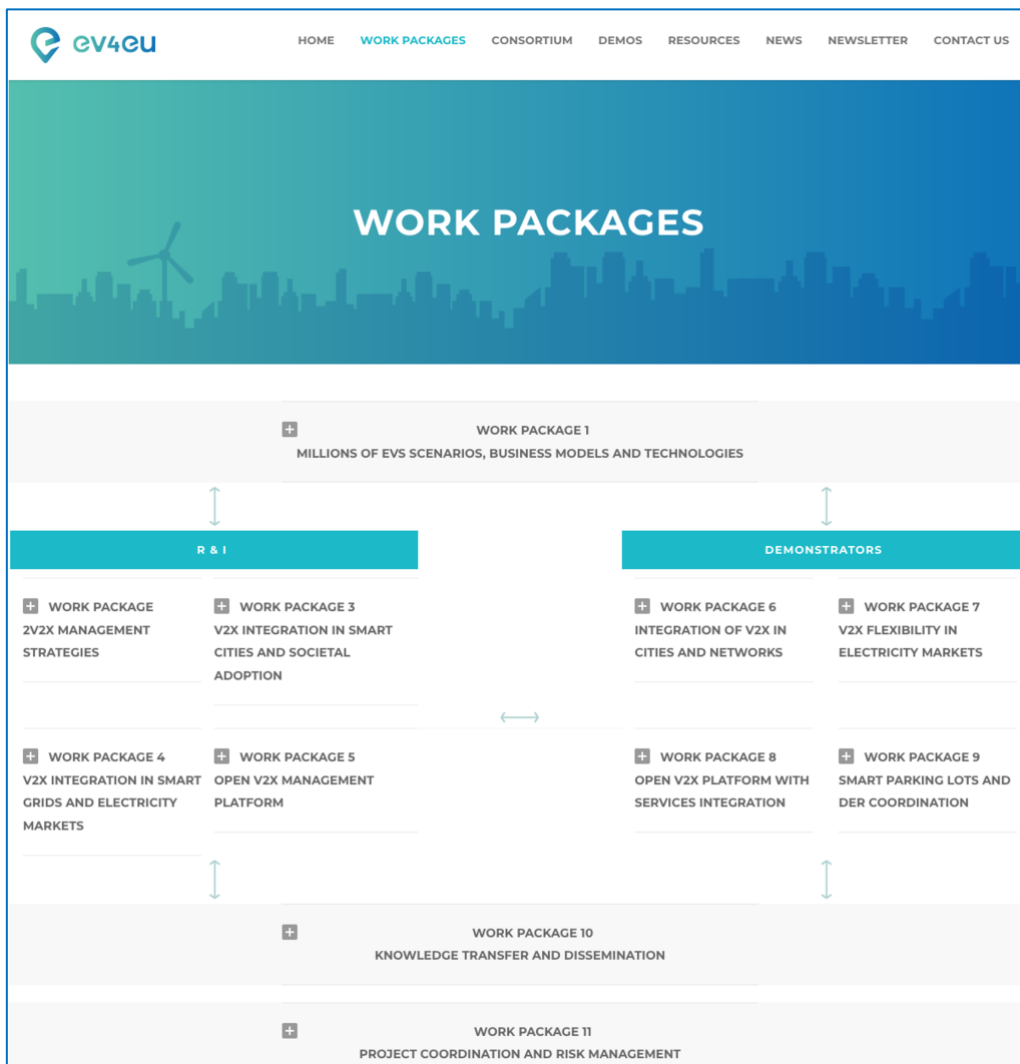


Figure 8 – Work Packages presentation on the EV4EU website

The Work Packages page (Figure 8) provides detailed information about each WP. By clicking on each WP tab, one can see the description and participant partners involved.

The Consortium page (Figure 9) provides more detailed information about the EV4EU team. To this end, each partner provided their name, link to their website, logo, links to their social media, and a brief description of their institution and role in the project.

The Demonstrations page (Figure 10) provides more detailed information about the demonstration sites. By clicking on each location, one can see the objectives, use cases that will be tested in each demo and images of the sites. This information was written together with the partners involved.

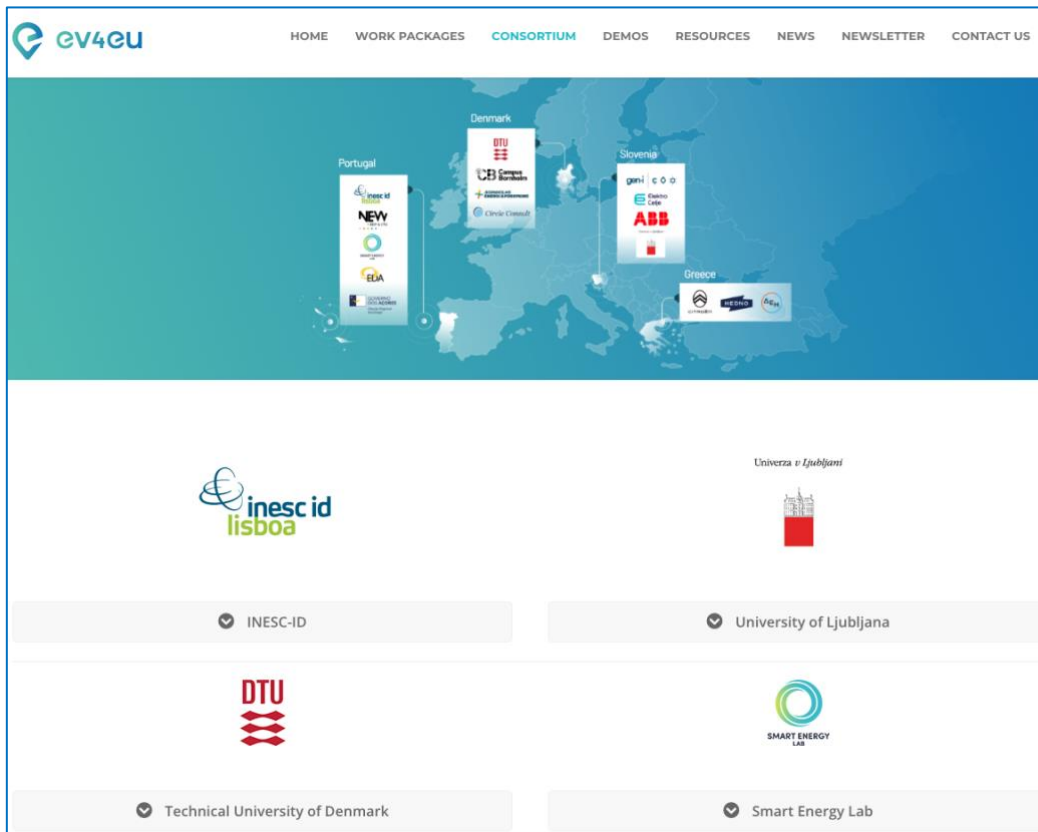


Figure 9 – Consortium page on the EV4EU website

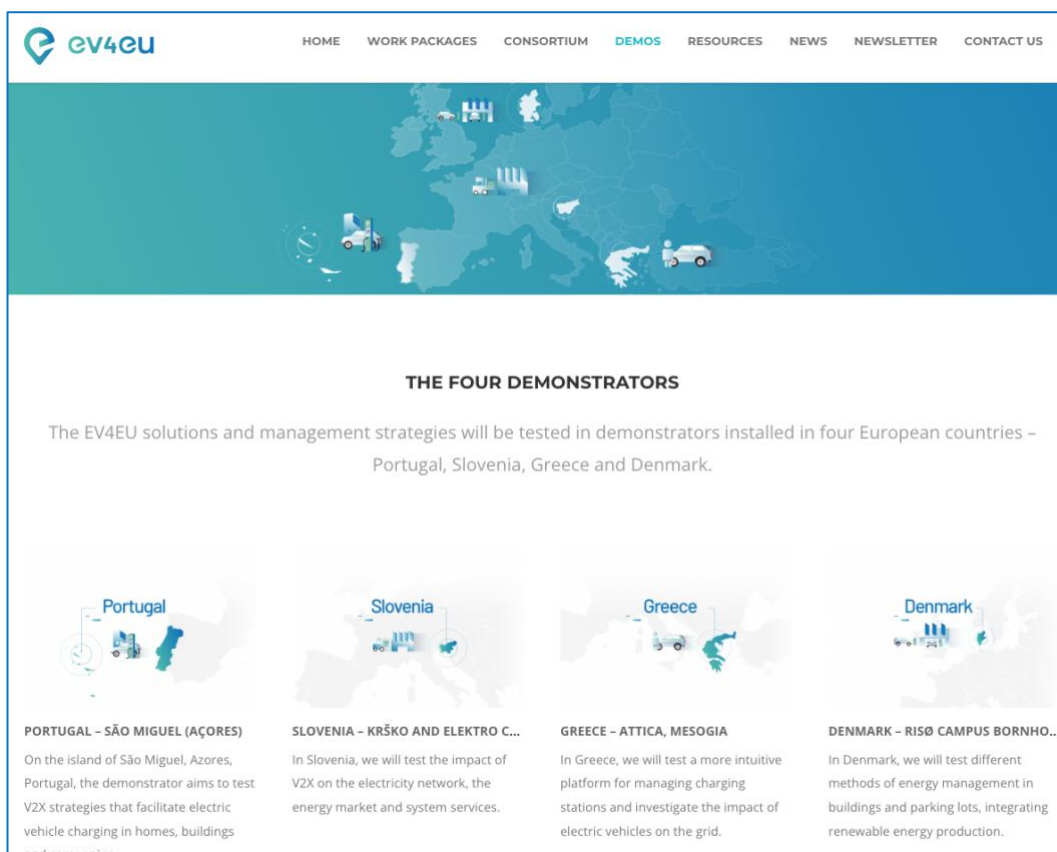


Figure 10 – Demos page on the EV4EU website

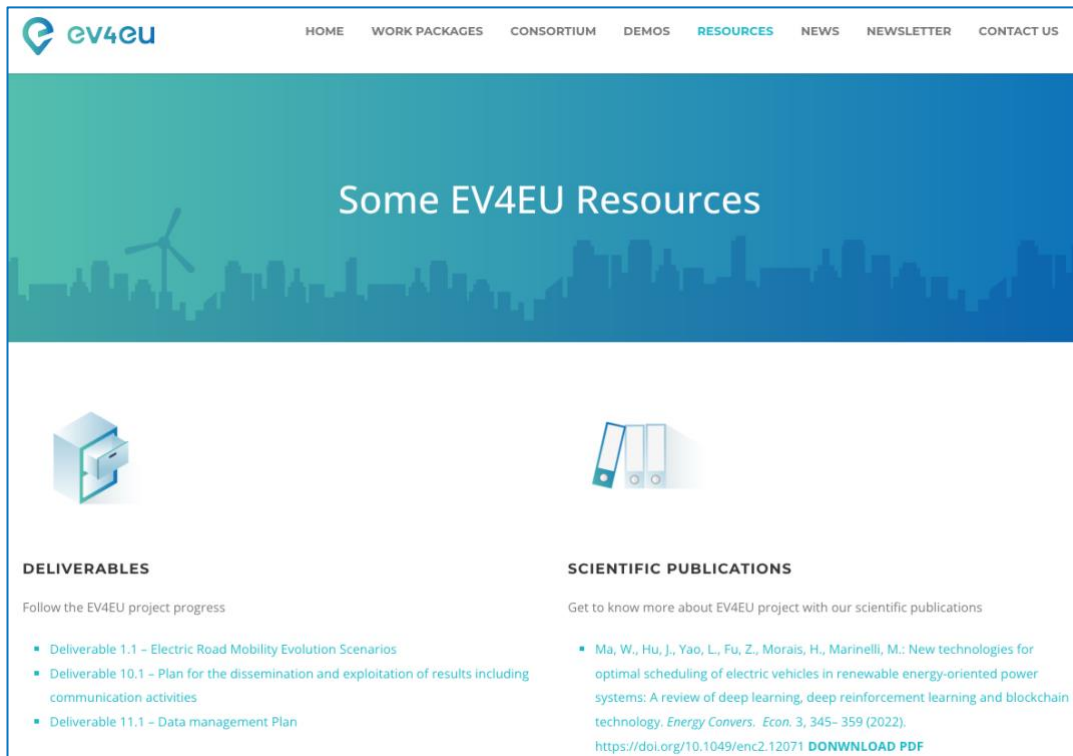


Figure 11 – Resources page on the EV4EU website

The EV4EU Resources page (Figure 11) provides the outputs of the project (scientific publications, public deliverables) as well as flyers, newsletters, and other dissemination material that will be developed throughout the project.

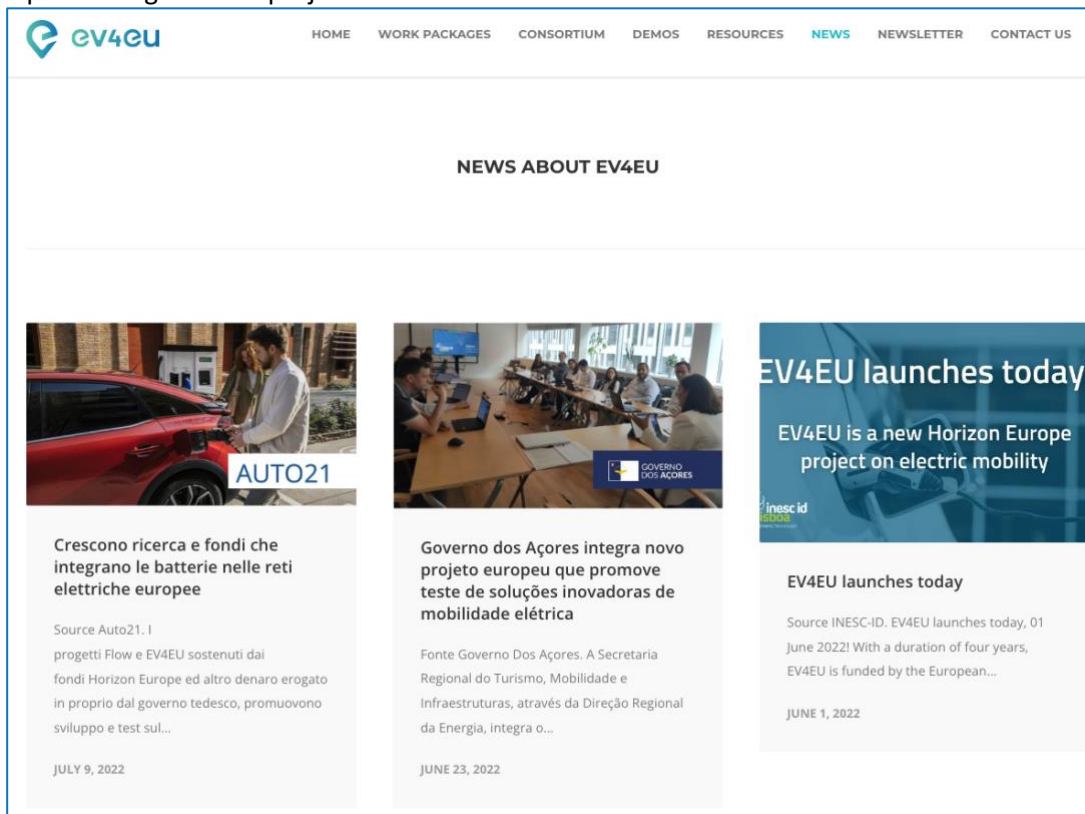
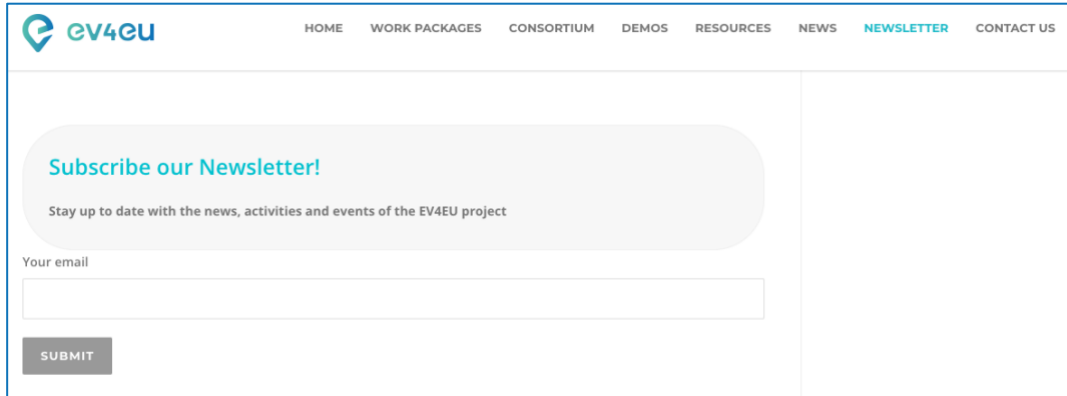


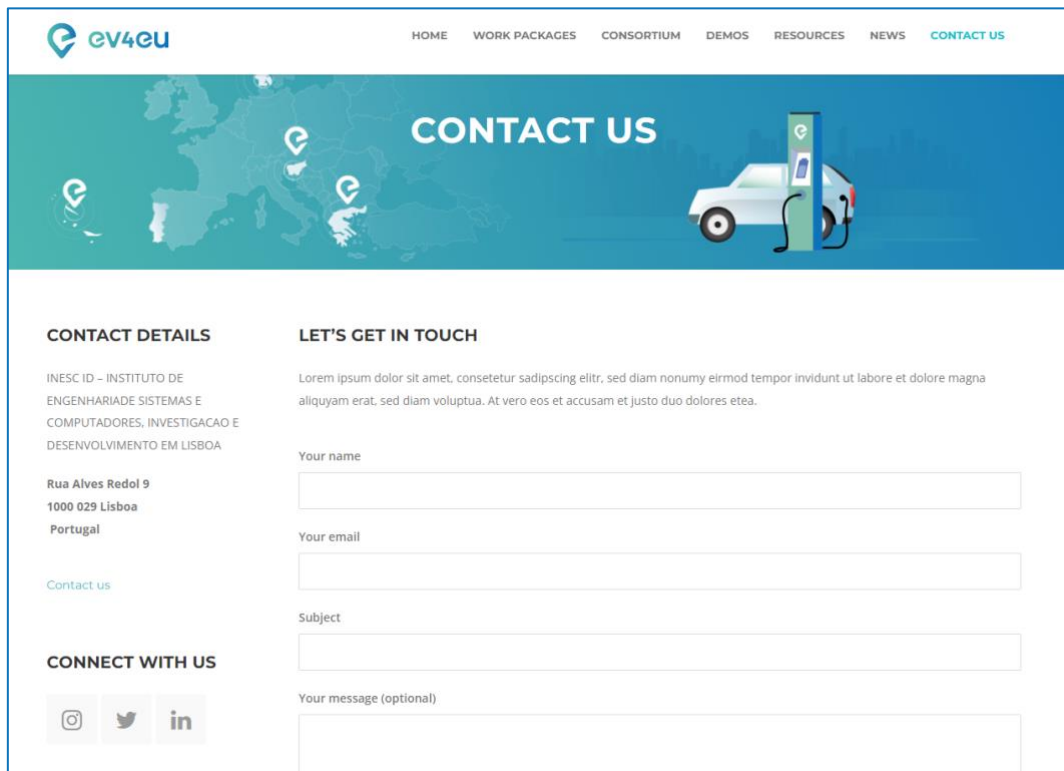
Figure 12 – News & Events page on the EV4EU website

The News & Events page (Figure 12) announces new publications and project activities, provides EV4EU-related news that have been released in the media, information about events that will be or have been organized by the consortium, or events in which EV4EU has participated.



The screenshot shows the EV4EU website's newsletter subscription page. At the top, there is a navigation menu with links for HOME, WORK PACKAGES, CONSORTIUM, DEMOS, RESOURCES, NEWS, NEWSLETTER (highlighted), and CONTACT US. Below the navigation, there is a large light blue rounded rectangle containing the text "Subscribe our Newsletter!" and "Stay up to date with the news, activities and events of the EV4EU project". Underneath this, there is a text input field labeled "Your email" and a "SUBMIT" button.

Figure 13 – Newsletter page on the EV4EU website



The screenshot shows the EV4EU website's contact us page. At the top, there is a navigation menu with links for HOME, WORK PACKAGES, CONSORTIUM, DEMOS, RESOURCES, NEWS, and CONTACT US (highlighted). Below the navigation, there is a large blue banner with the text "CONTACT US" and an illustration of a car charging station. Underneath the banner, there are two columns of text. The left column is titled "CONTACT DETAILS" and contains the following text: "INESC ID – INSTITUTO DE ENGENHARIA DE SISTEMAS E COMPUTADORES, INVESTIGACAO E DESENVOLVIMENTO EM LISBOA", "Rua Alves Redol 9", "1000 029 Lisboa", "Portugal", and "Contact us". The right column is titled "LET'S GET IN TOUCH" and contains a placeholder text: "Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna allquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores etea." Below this, there are four input fields: "Your name", "Your email", "Subject", and "Your message (optional)". At the bottom left, there is a section titled "CONNECT WITH US" with icons for Instagram, Twitter, and LinkedIn.

Figure 14 – Contact us page on the EV4EU website

The Newsletter page allows the newsletter subscription (Figure 13). The Contact us page (Figure 14) provides a form requiring name, email, subject and message. The form is linked to the ev4eu.dissemination@inesc-id.pt mailing list and the EV4EU coordinator and Project Manager will receive and reply to all messages. The data collected will be stored during the project and deleted at the end of it.

Technical Development and Management

The EV4EU website was developed by a design agency using WordPress², an open-source content management software. INESC-ID, the task leader, will be responsible for the management of the website and content update, with the contribution of all partners. The website will be maintained for at least 5 years, which means that it will remain alive for 2 years after the end of the project.

Search-Engine Optimisation (SEO) and Analytics

The website will be Search-Engine optimization-friendly to improve its visibility to search engines such as Google, and Yahoo, among others.

INESC-ID will be responsible for analysing the website traffic through google analytics, collecting data on the number of visitors, average duration of visits, number of page views, and number of references to the project on search engines. This data will be used to monitor the visibility of the website and, when necessary, to plan strategies to increase its popularity. This information will be collected for the KPI checks (See Section 5) throughout the project.

3.4 EV4EU Social Media

EV4EU project is also present on social media (Twitter, LinkedIn, and Instagram) to increase project visibility and reach target audiences more effectively. In general, the social media channels will be used to communicate the latest news of the project including publications, newsletters, participation and/or organization of events, to inform about activities at demonstration sites, to present EV4EU partners and their achievements, and to engage with other projects and activities. We expect that our efforts in social media channels will increase target audiences' interest in the project, motivate them to participate in activities and events organized by the EV4EU consortium, encourage them to download and read the project outputs from the website, and ultimately incorporate the EV4EU solutions and strategies developed.

All EV4EU partners are expected to provide content and actively promote the EV4EU social channels by *sharing*, *liking* and *commenting* on the publications. For instance, since EV4EU is a large consortium, we plan to have periodic posts called "Introducing an #EV4EUer!" on Instagram and Twitter channels. Those publications will be short, with a photo of the member and a sentence about their background and motivation in the project. In addition, once every two months, we plan to highlight one Project Manager from the Project partners, with more detailed information about their background, expertise, and vision for the project - these publications will be preferred for the LinkedIn channel. Once the demonstration activities start, and with the help of the partners involved, we plan to periodically publish photos from the site, on Instagram and Twitter channels. We also plan to have periodic posts called "Facts about electric mobility" with short highlights from deliverables and articles generated by EV4EU consortium, for Instagram and Twitter channels.

All accounts are maintained in English language, although posts in Portuguese, Danish, Slovenian and Greek can also be prepared, with the goal to reach local audiences and increase the network in the different countries of the consortium, where the demonstrations will occur. All EV4EU social media channels are public and will be maintained/administrated throughout the project by INESC-ID, the WP10 leader.

² <https://wordpress.org/>

We will follow common strategies on the different social channels to increase visibility and the number of interactions and followers:

- minimum of one publication per week.
- monthly assessment of social media data analytics to monitor the engagement with the public and plan, when necessary, strategies to improve its visibility. These data will also be collected for the KPI checks (Section 5);
- all publications will follow, consistently, the visual identity developed for EV4EU;
- the majority of publications will contain videos and images to increase engagement with the audience;
- all social media channels will be referred in the EV4EU project website and mentioned/promoted in dissemination materials and project presentations.

Other strategies will be more specific to each social media channel. Below we provide more information about the EV4EU Twitter (Section 3.4.1), LinkedIn (Section 3.4.2) and Instagram (Section 3.4.3) accounts.

3.4.1 EV4EU Twitter Account

EV4EU twitter account: @ev4eu_eu, https://twitter.com/ev4eu_eu, active from M5.

Hashtags: #ev4eu_eu, #electricvehicles, #HorizonEurope, #electricgrid, #usercentric, #chargingvehicles, #sustainability, #zeroemission, #renewableenergy, #v2x

Figure 15 shows the EV4EU Twitter page featuring a banner designed for this channel with the graphical visual elements of the project.

Due to the nature of this social media channel, EV4EU twitter posts will be short (max. 280 characters), and concise, one message per publication, will use preferentially video clips and (animated) images whenever possible to inform society on the latest project developments, and new articles, activities, events, etc, and will incorporate relevant hashtags and emojis.

When appropriate, and to increase the interaction with the audience, we will use Twitter polls to survey and start discussions on specific subjects.

By November 28, 2022 (six weeks after EV4EU Twitter account release), the EV4EU Twitter account had 20 followers and 8 publications (mean of 68 impressions per publication). We intend to reach a larger number of followers, a minimum of 200. For this purpose, the channel administrator will actively follow and interact (re-tweeting, commenting and liking other tweets) with relevant audiences and will post EV4EU tweets every week, preferentially more often if there is content to share. The partners are expected to interact with/retweet the EV4EU posts among their followers.



Figure 15 – EV4EU Twitter account

3.4.2 EV4EU LinkedIn Account

EV4EU LinkedIn account: <https://www.linkedin.com/company/ev4e>, active from M5.

A banner designed for the LinkedIn channel with EV4EU’s graphical visual elements is shown in Figure 16. The LinkedIn homepage presents an overview of the project and provides a link to the EV4EU project website.

Since LinkedIn is a social network for professionals, this social media channel will allow EV4EU to connect with a wide range of professionals, build synergies and foster knowledge transfer. Due to the nature of this channel (no limit on characters), more detailed information (than the one provided on Twitter or Instagram) can be provided regarding EV4EU outputs, events, and activities.

As of November 28, 2022, six weeks after EV4EU LinkedIn account launch, the EV4EU LinkedIn channel had 193 followers and 7 publications (a mean of 20 likes and 650 impressions per publication). These numbers are promising, but we expect to reach a much larger network including professionals covering the entire electric mobility value chain. For this purpose, we rely on the EV4EU consortium network and expect that the EV4EU partners follow and invite their network to join the EV4EU LinkedIn page, as well as share, like, and comment on the posts. With this effort, we will reach a large community of interested stakeholders and potential users, ensuring knowledge transfer when the project is completed.

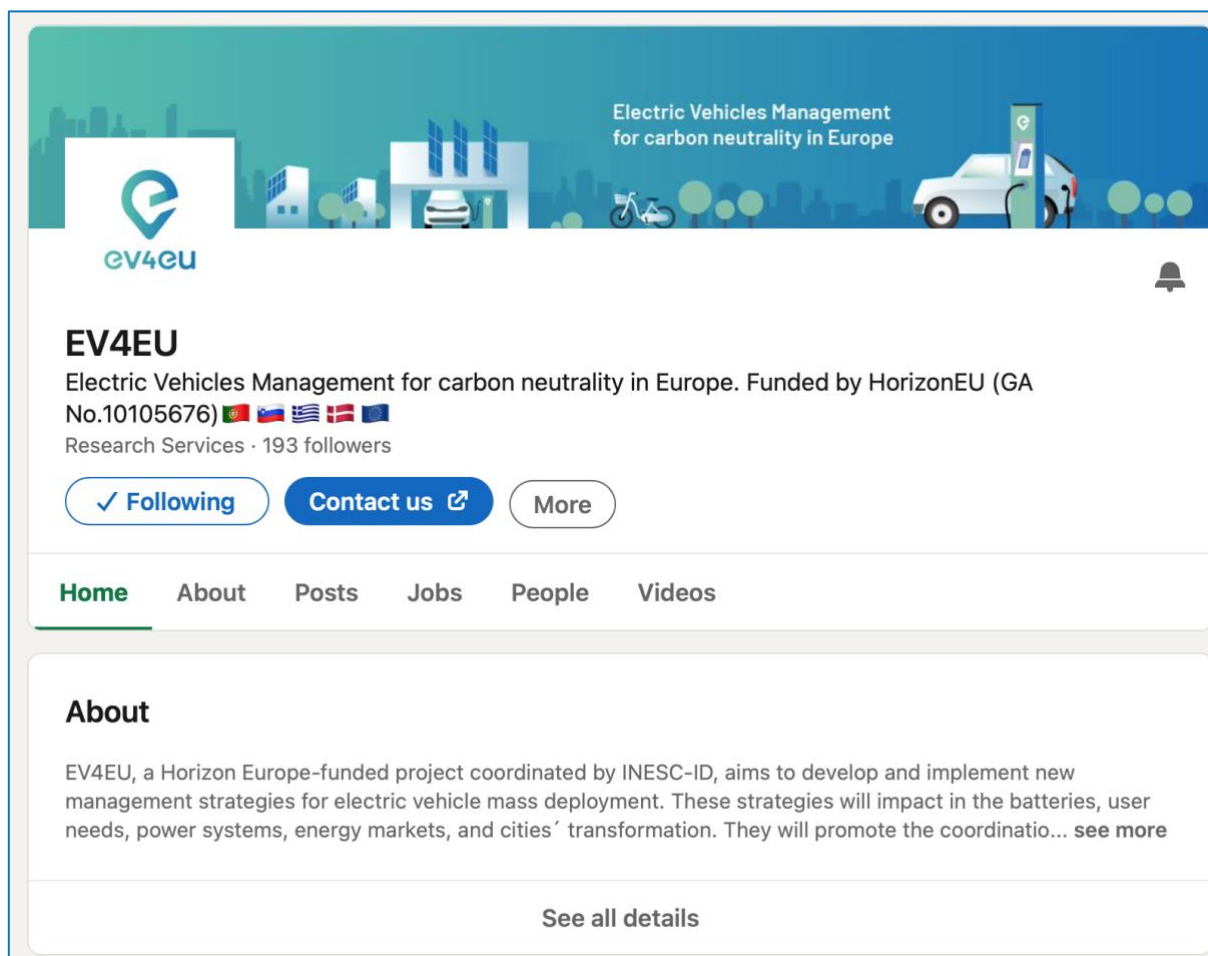


Figure 16 – EV4EU LinkedIn account

3.4.3 EV4EU Instagram Account

EV4EU Instagram account: https://www.instagram.com/ev4eu_eu/, active from M5.

Figure 17 shows the EV4EU Instagram homepage featuring the EV4EU logo.

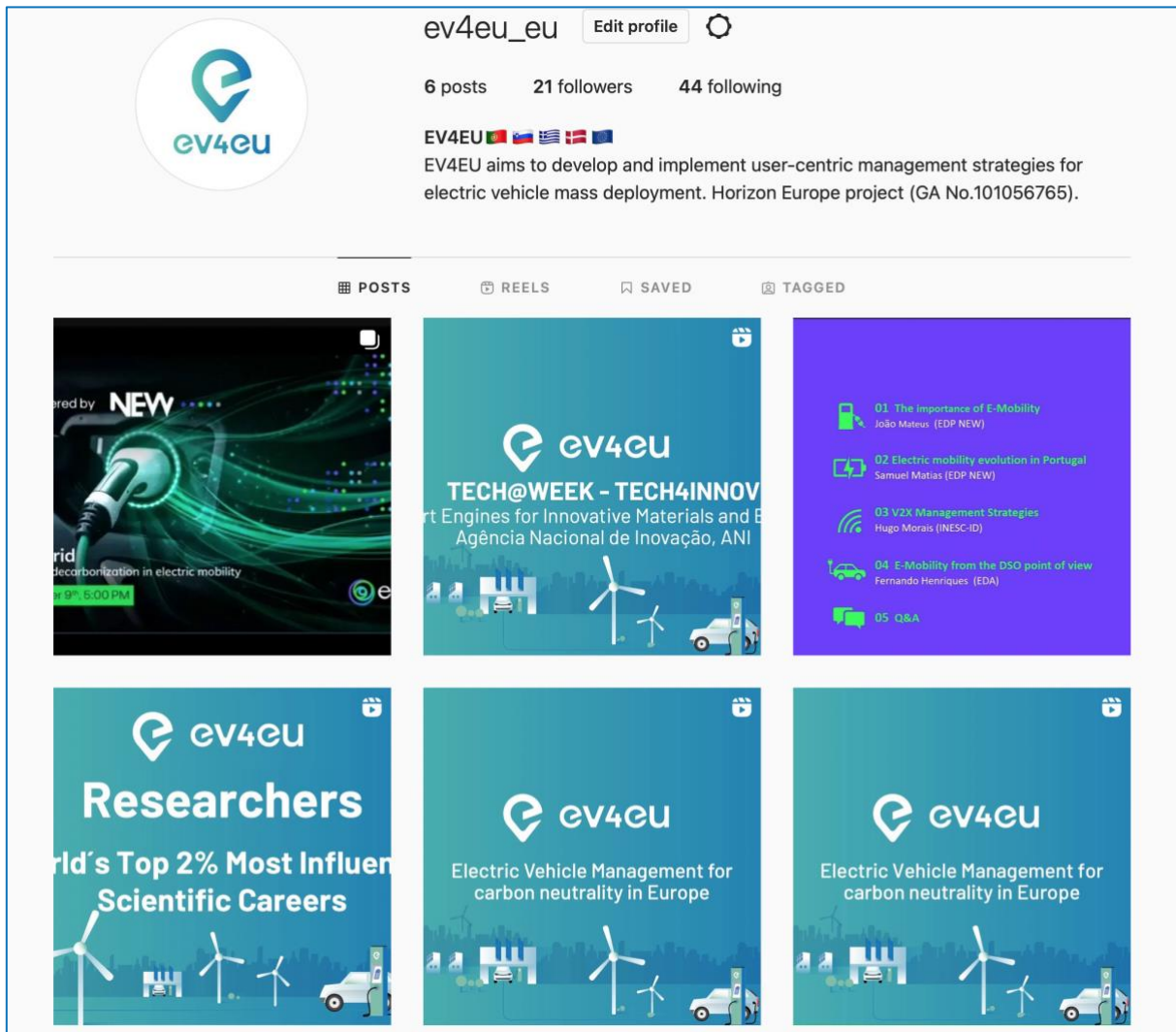


Figure 17 – Homepage of the EV4EU Instagram account

Instagram is mainly a photo and video sharing social network and targets more general audiences. This social channel is particularly interesting to promote the demonstration activities that will occur in Portugal, Denmark, Slovenia and Greece, and to present the EV4EU team and Facts about electric mobility. Due to the nature of this social channel, posts will be mainly focused on images and video clips and short sentences. *Stories* will also increase the visibility and engagement with the audiences.

As of November 28, 2022, six weeks after EV4EU Instagram launch, the EV4EU Instagram account had 21 followers and 6 publications (mean of 3 likes and 29 visualizations per publication). To increase the visibility of this channel, the administrator will follow and interact with relevant public interested in electric mobility and sustainability. Also, partners with Instagram accounts are expected to follow and promote the EV4EU Instagram and interact with the society.

3.5 EV4EU Newsletters

EV4EU Consortium will release six newsletters, two per year, every six months, throughout the project. Subscription (and unsubscription) to the newsletters will be possible through the EV4EU website.

In general, newsletters will be at least 4 pages long and will provide detailed information about the project, consortium, activities, news and results, as opposed to social media channels where the information is brief and concise. All newsletters will have an editorial section, a column written by the project coordinator about the status of the project, a section about events, a section about the activities of the project, a section about the consortium (including, when applicable, highlights about partners, partner interviews, etc.), a section regarding publications produced in the context of the project, and a section about upcoming events. It will also be provided information on how to subscribe to future newsletters and the links to the EV4EU website and social media. All partners are invited to contribute with their content.

When ready to be issued, the newsletter will first circulate among the Scientific Committee for approval, through a mailing list. The newsletter will then be sent electronically to subscribed contacts, disseminated via social media channels, and shared on the Resources tab of the EV4EU website. The newsletters will also be distributed on paper, in face-to-face meetings, congresses, workshops, or other public events. In case of low subscriptions, we also consider sending the first newsletter directly to relevant contacts.

3.6 Promotion Materials (flyers, rollup)

All EV4EU promotional materials developed to present the project at events and conferences, among others, must include the EV4EU logo, tagline *Electric Vehicles Management for carbon neutrality in Europe* and the visual colours and graphical elements that have been described in Section 3.1 and ANNEX I. As previously stated, all materials must include the European flag and a disclaimer.

Some EV4EU materials have been already developed and are available in the internal EV4EU SharePoint folder: an EV4EU Rollup banner (Figure 18) and flyers (Figure 19). The Rollup banner (Figure 18), with 85x200cm of dimension, can be used in exhibitions, events and conferences. The flyer (Figure 19), an A5 document with 4 pages, contains information about the vision and goals of the project, demonstration sites, and the consortium. These materials have been shared among all EV4EU members and are available as a pdf file and editable file (Adobe illustrated format), allowing partners to update, translate for their own languages and adapt the material for their needs (specific meetings, conferences). These materials (pdf format) will also be available on the EV4EU website.

Other materials are expected to be developed throughout the project, according to the needs of the partners and to include market campaigns, which is an essential action towards disseminating and exploiting results. The materials can be developed by any partner following the guidelines above described and should always be shared among all partners and uploaded in the EV4EU internal SharePoint.



Figure 18 – EV4EU Roll-UP, 85x200 cm

Consortium - Participants

 INESCID Instituto de Engenharia de Sistemas e Computadores: Investigação e Desenvolvimento em Lisboa	 edp Centro de I&D para as Tecnologias das Novas Energias (CEN4) - Portugal https://www.edp.pt/participados/
 DTU Technical University of Denmark - Denmark https://www.dtu.dk/	 ABB ABB Insulating, Slovenia
 University of Ljubljana - Slovenia https://www.uni-lj.si/en/	 ABB ABB Insulating, Slovenia
 CITROËN Citroën AIGION S.A., Greece https://www.aigion.gr/	 Campus Bornholm Campus Bornholm, Denmark https://campusbornholm.dk/
 Elektro Celje Elektro Celje, Slovenia https://www.elektro-celje.si/	 HEDNO Hellenic Electricity Distribution Network Operator - Greece https://hedno.gr/en/
 SMART ENERGY LAB Smart Energy Lab - Portugal https://www.smartenergylab.pt/	 EDA Electricidade das Açores S.A. - Portugal https://www.eda.pt/
 BORNHOLM ENERGY & POWERGRID Bornholm Energi & Forsyning - Denmark https://www.beef.dk/privat/	 CHAMBER OF CRAFT AND SMALL BUSINESS OF SLOVENIA https://www.sas-krsko.si/
 Associação Nacional de Transportes Públicos Rodoviários e Ferroviários Portugal https://antp.pt/	 OBČINA KRŠKO OBČINA OBRTNO-PODJETNIŠKA ZDRUŽENJA KRŠKO https://www.sas-krsko.si/
 Nissan Motor Manufacturing (UK) Limited https://www.nissauk.co.uk/	 REGIONALNA RAZVOJNA AGENCIJA POSAVJE https://www.rra-posavje.si/
 Vestas VESTAS WIND SYSTEMS A/S, Denmark https://www.vestas.com/en	

Electric Vehicles Management for carbon neutrality in Europe

Electric mobility against climate change

Global greenhouse gas (GHG) emissions continue to rise, and action to combat climate change is urgently needed. In Europe, 23% of GHG emissions came from the transport sector. In 2021 Europe had around 326 million vehicles, but only 1% were electric. Thus, we must invest in electric mobility and energy transition strategies to reduce carbon emissions and global warming.

The European Commission has limited the sales of new cars with a combustion engine until 2035, estimating that in 2050 all cars will be zero-emission to meet European carbon neutrality goals. However, the massive increase of electric vehicles is limited by the current energy grid infrastructures, battery autonomy and user adoption. The EV4EU project proposes new strategies to boost the use of electric vehicles for a more sustainable mobility.

The EV4EU project

Electric vehicles management for carbon neutrality

EV4EU is a project funded by the Horizon Europe research and innovation program, aiming to develop and implement user-centric management strategies that allow massive growth of electric vehicles.

Using V2X (Vehicle-to-everything) technology that enables the exchange of data and energy between the vehicle and its surroundings, the project will develop tools and applications for the user, propose new types of chargers and develop an open platform for information exchange between systems, network operators and charging operators.

The proposed V2X management strategies will be tested in demonstrators installed in four European countries - Portugal, Denmark, Greece and Slovenia. The project, funded with 8.9 million euros, has a duration of 42 months.

The four demonstrators

Portugal

On the island of São Miguel, Azores, Portugal, the demonstrator aims to test V2X strategies that facilitate electric vehicle charging in homes, buildings and companies.

Denmark

In Denmark, we will test different methods of energy management in buildings and parking lots, integrating renewable energy production.

Slovenia

In Slovenia, we will test the impact of V2X on the electricity network, the energy market and system services.

Greece

In Greece, we will test a more intuitive platform for managing charging stations and investigate the impact of electric vehicles on the grid.

Figure 19 – EV4EU flyer, English version, A5 size, 4 pages.

3.7 EV4EU Press Release (News Media)

EV4EU press releases are written communications intended for the local, national, or European media in order to generate media press coverage on interesting/novel activities and project results. So far, one press release has been issued, in Portuguese, to mark the launch of the project. This news was covered by several journals³. Other activities, such as the start of the demo activities and later, their outcomes, and the acceptance of EV4EU-related scientific articles may also be of interest to the media. All partners are encouraged to develop press releases, in English and the local language, to ensure that EV4EU-related information reaches all target audiences in all the consortium countries. When such publications are planned, they must be communicated to the EV4EU Coordination Team through a dedicated channel (mailing list: ev4eu.coordination@inesc-id.pt). The Coordination Team will keep a record of all publications in a database and will also advertise the content in the news section of the website and social media channels.

3.8 EV4EU Videos

Videoclips about the EV4EU project have been already developed and published on social media channels to increase awareness about the project. In addition, during the preparation of the proposal, it was planned the preparation of one video featuring the activities being developed at the demonstration sites. Since demo activities will only start at M13, the video will be developed later within the project by a professional team.

³ E.g.,: <https://expresso.pt/economia/2022-01-14-uso-generalizado-de-carros-eletricos-e-objetivo-de-projeto-europeu-liderado-por-portugal>

4 Dissemination Activities

Previously, in Section 3, we introduced the communication tools that will be used within the EV4EU project to promote its actions and results to multiple audiences while demonstrating how EU funding contributes to social challenges. On the other hand, dissemination activities aim to raise awareness of the results and, importantly, to make them public for stakeholders to exploit them for other activities (e.g., research, policy-making, training, among others) [1].

In this Section 4, we will present the main dissemination activities planned for the EV4EU project: publication of scientific research articles and books (Section 4.1), participation in conferences and workshops (Section 4.2), organization of workshops and events (Section 4.3), development of patents (Section 4.4) and synergies with peer projects (Section 4.5). The planned actions will ensure that participant partners from research, industry, and academia, in compliance with contractual arrangements, will properly disseminate and efficiently exploit the results generated within the project. Finally, we offer the rules on consortia participation within the dissemination activities (Section 4.6).

4.1 EV4EU Scientific Research Publication

EV4EU results are aimed to be published in well-established peer-reviewed scientific journals and conference journals. The examples are the SAE International Journal of Connected and Automated Vehicles⁴, Electric Power Systems Research⁵, IEEE Transactions on Vehicular Technology⁶, IEEE Transactions on Smart Grids⁷, IEEE Transaction on Power Systems⁸, and International Conference on Electric Vehicle and Vehicle Engineering⁹. According to Horizon Europe policies (Article 17 of the Grant Agreement)[5], peer-reviewed articles and respective data should be made available through open science in trusted repositories. Thus, once EV4EU partners submit articles to specialised peer-reviewed journals (giving preference to open science journals), those should additionally be submitted to arXiv.org and/or institutional repositories. Once accepted, articles will also be shared in the website, and their data stored on the EV4EU Zenodo community repository¹⁰.

All partners should inform the EV4EU Coordination Team (*ev4eu.coordination@inesc-id.pt*) about the submitted and accepted publications (Section 4.6).

By M6, one scientific article is under preparation and one conference paper has just been accepted to the International Conference & Exhibition on Electricity Distribution (CIRED) 2023 that will take place in Rome, July 2023¹¹. By the end of the project, we expect to have at least 25 scientific articles published among all consortia.

⁴ <https://www.sae.org/publications/collections/content/E-JOURNAL-12/>

⁵ <https://www.sciencedirect.com/journal/electric-power-systems-research>

⁶ <https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=25>

⁷ <https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5165411>

⁸ <https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=59>

⁹ <https://www.cevve.org>

¹⁰ <https://zenodo.org/communities/ev4eu/>

¹¹ <https://www.cired2023.org>

4.2 Participation in Events/Conferences/Workshops

The project partners will identify both national and international events (workshops, meetings, conferences, outreach events) to disseminate EV4EU results to relevant audiences. Attendance in these meetings will enable knowledge exchange with relevant communities, projects, and initiatives, gather up-to-date information regarding the latest news on EV and V2X and will foster networking. The type of meeting will vary according to the profile and expertise of the partner involved. For instance, industrial-related partners may attend workshops, information days, and internal and external client meetings, while research-related partners will target more scientific congresses and meetings.

In all cases, all project partners are expected to inform the Coordination Team through e-mail ev4eu.coordination@inesc-id.pt, at least two weeks in advance (see Section 4.6 for additional guidelines).

By M6, the EV4EU consortium had already participated in several events:

- 2nd TECH@WEEK demonstration action – Emerging Innovation in Energy and Materials - organized by the Portuguese National Innovation Agency¹²⁻¹³. The event took place in Sines, Portugal on September 22, 2022. The event brought together several projects in the areas of Energy and Materials, including the EV4EU, and also the participation of the Portuguese Secretary of State for the Economy, the Portuguese Minister of Science, Technology and Higher Education, and several industry entities such as MOBI.E¹⁴, CEiiA/Centre of Engineering and Product Development¹⁵, Galp¹⁶, EDP¹⁷, AICEP Portugal Global¹⁸.

- R&D Session “Vehicle-to-Grid (V2G): A powerful tool for decarbonization in electric mobility” webinar by EDP, with the participation of EV4EU partners (INESC-ID; EDP NEW, and Eletricidade Dos Açores, EDA) that presented the EV4EU project and first results¹⁹⁻²⁰. The event had 97 participants, targeting scientific communities and industry.

- Electric & You event by Stellantis & You, Sales & Services, targeting potential EV end users. This event consisted in a seminar on Vantagens and Disadvantages of Electric Vehicles, with the presentation of the EV4EU project by INESC-ID²¹.

By the end of the project, it is expected that the EV4EU consortium has attended at least 20 events and presented results at least in 5 events.

¹² <https://www.youtube.com/watch?v=uMWrh7XcvNQ>

¹³ <https://www.linkedin.com/feed/update/urn:li:activity:6999051281919062016>

¹⁴ <https://www.google.com/search?client=safari&rls=en&q=mobi.e&ie=UTF-8&oe=UTF-8>

¹⁵ <https://www.ceiia.com>

¹⁶ <https://galp.com/pt/>

¹⁷ <https://www.edp.com/en>

¹⁸ <https://www.portugalglobal.pt/EN/Pages/Index.aspx>

¹⁹ <https://www.edp.com/en/innovation/new-rd-sessions#vehicle-to-grid>

²⁰ <https://youtu.be/A9ILdY4KFTM>

²¹ <https://www.media.stellantis.com/pt-pt/corporate-communications/press/evento-electric-you-proporciona-tres-dias-de-contacto-direto-com-22-modelos-eletrificados-das-marcas-da-stellantis>

4.3 Organization of Workshops/Events

EV4EU partners will organize at least 2 workshops and 4 events, one per demonstration site.

The planned workshops will target different audiences. The first workshop will be directed to end-user, authorities, and scientific communities, while the second workshop will be directed to system operators, aggregators, and scientific communities.

The demonstration site events will target all group audiences. Since the demonstration activities will only start at M13, these events are expected to occur between the second and third year of the project.

These events will increase collaboration with other initiatives, projects, and programs and allow the exchange of research, information, and dissemination.

4.4 Patents

EV4EU partners have proposed at least 1 patent: on parking lot energy management and cost-effective V2X station. Those outcomes will demonstrate the excellence and strong market potential of the EV4EU advances and will assure that the project will continue and lead to further economic and scientific results.

4.5 Synergies with Peer Projects

EV4EU partners have committed to promoting liaisons and joint activities with other European research projects, communities, and initiatives. Those synergies will target mainly the Scientific communities and energy-related industry mainly system operators and aggregators.

EV4EU has also recently joined the BRIDGE initiative that gathers Smart grid, Energy Storage, Islands and Digitalisation projects to promote the exchange of knowledge, best practices and experience among projects²². BRIDGE is structured over 4 specific work groups (WG): regulation, business models, data management and customer engagement, and EV4EU had assigned expert partners to join each WG.

4.6 Guidelines on Consortia Participation in the Dissemination Activities

To maintain an up-to-date record of all activities it is required that the partners follow specific guidelines. Those are listed below.

Participation in Events, Scientific meetings, Congresses, and Workshops:

- A minimum of two weeks before the activity, the partners should send an e-mail to the Coordination Team using ev4eu.coordination@inesc-id.pt with the following details about the activity: type of activity, date, title, audience, and the role of the partner. This prior notice is required for the Project Coordination Team to advertise the activity on time on social media and the website.

²² https://ec.europa.eu/info/news/bridge-initiative-coordinating-energy-research-and-innovation-projects-across-eu-2021-sep-29_en

Additionally, participants are also encouraged to share the activity among the consortium (ev4eu.consortium@inesc-id.pt) and stakeholders, to increase network opportunities with project partners and stakeholders.

- During or right after the activity, the partner should create a folder in the EV4EU internal SharePoint (alternatively they can send the information to the coordination mailing list) under WP 10 and deposit photos of their participation, abstract, article or poster presented and/or presentation.

Publication of Scientific Publications

- All partners should inform the EV4EU Coordination Team (ev4eu.coordination@inesc-id.pt) about all submitted and accepted publications – this information is collected for the EV4EU publication database (management record) and will be shared on EV4EU social media and website.

- All publications, including scientific articles, should include the EC disclaimer (under the acknowledgement section): *“Funded by European Union’s Horizon Europe R&I programme under grant agreement no. 101056765. Views and opinions expressed in this document are however those of the authors only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”*

5 Evaluation and Monitoring of Communication and Dissemination Activities

To evaluate the impact of the project's dissemination activities, the EV4EU consortium has established, during proposal preparation, a specific set of metrics to monitor its achievements effectively. The KPIs have been revised and are presented in Table 5. The KPIs will be monitored throughout the whole project, monthly, to help evaluate project progress and to develop interim and annual reports.

Table 5 – EV4EU Key Performance Indicators (KPIs)

KPI	Targets	Current (M6)	Targeted individuals	Comments
Number of workshops organised	2	0	Increased collaboration with other initiatives/projects/programs for joint research, information exchange, and dissemination. Increased awareness.	Project presentation, poster brochure, leaflets, invitation
Number of attendees to the project workshops	25	0		Project presentation, brochure, leaflets, poster, invitation
Number of demo events	4	0		Demo, Project presentation, brochure, leaflets, poster
Number of attended events	20	3	Ideas gathering and knowledge exchange with relevant communities, projects, and initiatives; Information about latest EV news; Liaisons; Increased awareness.	Brochure, leaflets, poster
Number of events where the project has been presented	5	3		Project presentation, brochure, leaflets, poster
Number of scientific publications	25	0	Validation of the project's concept, findings, and advantages; Promotion of results to scientific communities; Ideas gathering and knowledge exchange with relevant communities and initiatives.	Conferences, scientific press media
Number of articles in specialized magazines/journals	2	0		Industry press media, top conferences.
Liaisons and joint activities with other projects, communities, and initiatives.	20	1	Communication of project news, events & results; Validation of project's concept, findings, and progress; Ideas gathering and knowledge exchange; Increased awareness.	Website links, workshops, joint publications, social media promotion
Number of scientific/technical dissemination material	3	0	Communication of project results and achievements	Fiche, brochure, leaflets, poster
Website²³				
Number of unique visitors	2 000	0	Main online information channel; Communication of project news, events & results; Liaisons with other initiatives, projects, and working groups; Increased awareness. Drive engagement with the project.	
Average duration of visits	2 min	0		

²³ The EV4EU website will be online only at M7.

Number of page views	5 000	0	
Number of references to the project on search engine	25	0	Liaisons with other initiatives, and projects through links; Increased awareness
Social media Twitter			
Number of accumulative followers	200	20	Increased visibility to stakeholders active in social media; Attainment of interest of stakeholders; Direct communication with followers. Drive engagement with the project
Number of tweets	300	8	
Number of interactions (comments, likes, etc.)	200	13	
Social Media LinkedIn			
Number of posts, news/events	20	7	Increased project visibility in social channels, and increased visibility to stakeholders active on LinkedIn.
Number of followers	200	193	
Social Media Instagram			
Number of followers	100	21	Increased project visibility in social channels.
Publications in general media			
Number of articles in magazines, newspapers, etc.	2	10	Increased project visibility and impact on society.
Dissemination kit			
Number of press releases	2	1	Communication of project news, events & results; Increased awareness. Unique branding and visual identity of the project; Improves communication of results and information provision during events.
Number of project factsheets/ brochures	2	1	
Number of project presentations	1	1	
Number of project posters	2	0	
Number of project banners (RollUP)	1	1	
Number of eNewsletters	6	0 ²⁴	
Number of videos	1	0	

Of note, although we had proposed the creation of a blog during proposal development, we decided instead to invest more on social media, as it can reach a wider audience.

²⁴ The first newsletter will be release at the beginning of M7

6 Exploitation Strategy

This Section aims to provide a brief overview of the exploitation strategy, which will be further extended in D10.5 (Exploitation plan, M12) and D10.6 (Exploitation plan updated, M36), along with the D10.7 (Standardisation activities plan, M12). This strategy identifies activities to ensure the exploitation of the results up to 4 years after the end of the project (article 16 of the Grant Agreement[5]). The project results can be used to develop, create and marketing a new process or service, used in further research activities, or even used in standardisation activities.

Table 6 identifies 13 exploitable results across business models and services, technologies and tools, that have been identified during the proposal and Grant Agreement preparation. This table also identifies the partners involved and the potential users and uses for these results.

Table 6 – EV4EU project's exploitation strategy

Type	Solution/ Responsible partner	Partners	Exploitation
Business Models and Services	Green Charging (New Solution)	EDA ²⁵ , BEOF ²⁶ , HEDNO ²⁷ , CELJE ²⁸ , GEN-I ²⁹ , PPC ³⁰	Green Charging is a new service that can be offered by the DSO in collaboration with VPPs and CPOs. The service will be tested by HEDNO/PPC. In function of the results obtained in the project, the service can be part of the entity's portfolio.
	Sharing Charging (New solution)	INESC-ID, EDA, CB ³¹ , DTU ³² , DRE ³³ , SEL ³⁴	Sharing Charging is a service that can be used by the end-users (industrial, tertiary). The service will be tested in EDA using the charging solution proposed by SEL. The service will be exploited by these entities.
	Demand Response for V2X (partner HEDNO)	EDA, BEOF, HEDNO, CELJE, GEN-I, PPC, DTU, UL ³⁵ , INESC-ID, SEL, NEW ³⁶ , CITROEN	DR services and flexibility contracts will be mainly exploited by the system operators and retailers. VPPs and CPOs can also adopt these strategies in their portfolio to be adapted to the user's needs.
	Flexible capacity contracts for V2X (New solution)	EDA, BEOF, HEDNO, CELJE, NEW, GEN-I, PPC, CITROEN	

²⁵ EDA- Electricidade dos Açores, S.A.

²⁶ BEOF – Bornholms Energy & Forsyning

²⁷ HEDNO – Hellenic Electricity Distribution Network Operator

²⁸ CELJE – Elektro Celje

²⁹ GEN-I, trgovanje in prodaja električne energije, d.o.o.

³⁰ PPC – Public Power Cooperation

³¹ CB- Campus Bornholm

³² DTU – Technical University of Denmark

³³ DRE – Direção Regional de Energia

³⁴ SEL- Smart Energy lab

³⁵ UL- University of Ljubljana

³⁶ NEW – EDP NEW

	Participation of V2X in markets and services (partner Gen-i)	EDA, BEOF HEDNO, CELJE, GEN-I, PPC	Participation in flexibilities in the markets is the core activity of VPPs. GEN-I will try these services and can be part of the GEN-I portfolio in a few years.
Technologies	V2X Stations (partner SEL)	All	Solutions proposed by SEL and by ABB will be tested in the project. It is expected that the proposed solutions can be offered in the markets until 2024.
	Parking lot Energy Management System (partner DTU)	DTU, ABB ³⁷ , Circle, GEN-I, PPC, UL, SEL, INESC-ID, NEW, CITROEN	Parking lot and house/building management solutions will be demonstrated in Denmark and Portugal. Circle and SEL will include these solutions in their portfolio until 2025. Additionally, these solutions are also important to car manufacturers and end-users.
	Houses/Building energy management (partner INESC-ID)	DTU, ABB, Circle, GEN-I, PPC, NEW, UL, SEL, INESC-ID, CITROEN, DRE	
Tools	Decision Support tools for VPPs (partner GEN-I) and CPOs (partner PPC)	ABB, Circle, GEN-I, PPC, UL, INESC-ID, CITROEN	These solutions will be tested in Slovenia and Greece and will be exploited by GEN-I (VPP) and PPC (CPO)
	Open V2X management platform (partner PPC)	ABB, Circle, GEN-I, PPC, DTU, HEDNO, CITROEN	This platform will be exploited by PPC. It is expected that an industrial version of the platform can be available two years after the conclusion of the project
	Integration of V2X management in DMS (partners ELCE; EDA HEDNO; BEOF)	EDA, BEOF HEDNO, ELCE, GEN-I, PPC	V2X management will be integrated with the management system of ELCE and can be exploited in real operations during the project. Similar methodologies can also be used by the other DSOs participating in the project.
	Co-simulation platform for V2X (New Solution)	NEW, UL, SEL, INESC-ID, DTU, DRE, PPC, GEN-I	Co-simulation platform will be exploited mainly for research purposes. Nevertheless, real applications can be tested by the different partners for validation purposes
	V2X management strategies: high-level coordination tool (New Solution)	All	These strategies will be used mainly by policymakers. However, the strategies can include strategies at different levels allowing their use in different situations.

³⁷ ABB- ABB inzeniring

7 Conclusions

The deliverable provides an initial plan for the communication, dissemination, and exploitation activities to be developed during the EV4EU project. These are key activities to maximise the impact of the project and therefore, it is important to assure that these activities are in place right from the beginning of the project. In that way we will ensure to engage target audiences, improve project visibility, and foster knowledge transfer.

In this deliverable, we identified the target audience groups that can benefit from the solutions and strategies implemented within the framework of EV4EU. A series of communication tools that will be used to generate project awareness and visibility are also described. We emphasized the project's brand identity developed between M3 and M4. The public in general and the target groups in particular will be drawn to EV4EU's current, straightforward and professional appearance, which is clearly recognizable with the use of pertinent graphical components. With increasing numbers of followers on its Instagram, Twitter, and LinkedIn profiles, EV4EU is already active on social media. Last, but not least, we have already created the website that reflects the EV4EU brand, and will be online at the beginning of M7. The website will be our primary online communication tool. Templates for several materials have already been developed and some dissemination activities have already been initiated (scientific article in preparation, conference paper already accepted for an international conference, 3 events attended and presented).

Throughout the deliverable, we draw the consortium partners' attention to their important role in these activities. EV4EU consortium contains multidisciplinary entities, with specific expertise and an established network, which can help to reach many stakeholders. Thus, the active participation of the partners in this strategic plan is crucial to increase the impact of EV4EU in industry, academia, authorities, and society.

This deliverable is a live document, and it will be updated at M24, or earlier if changes are applied. Furthermore, this document will also be complemented by a complete exploitation plan (D10.5) to be submitted at M12 and updated at M36 (10.6), along with the Standardisation activities plan (D10.7, M12).

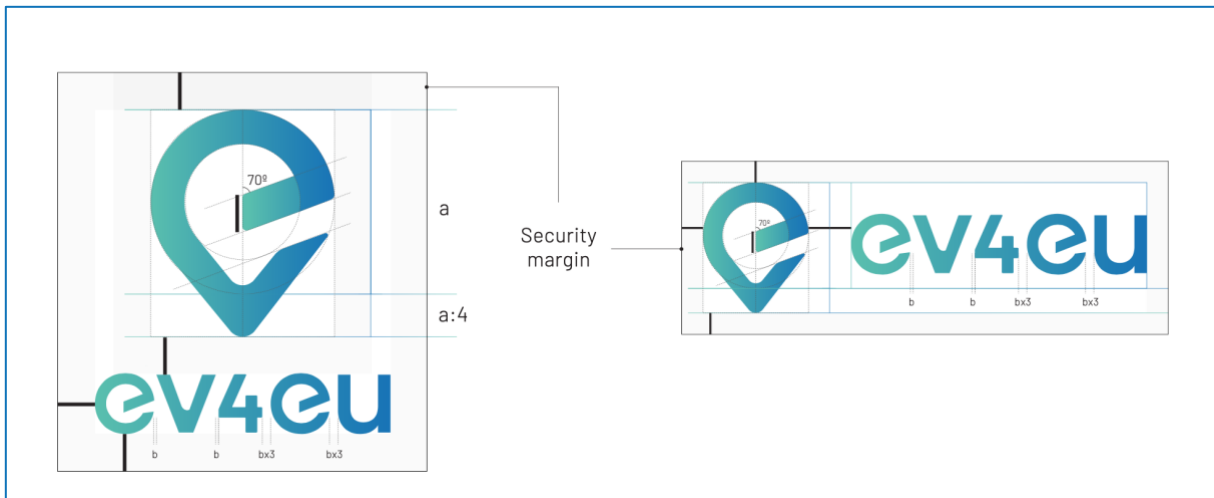
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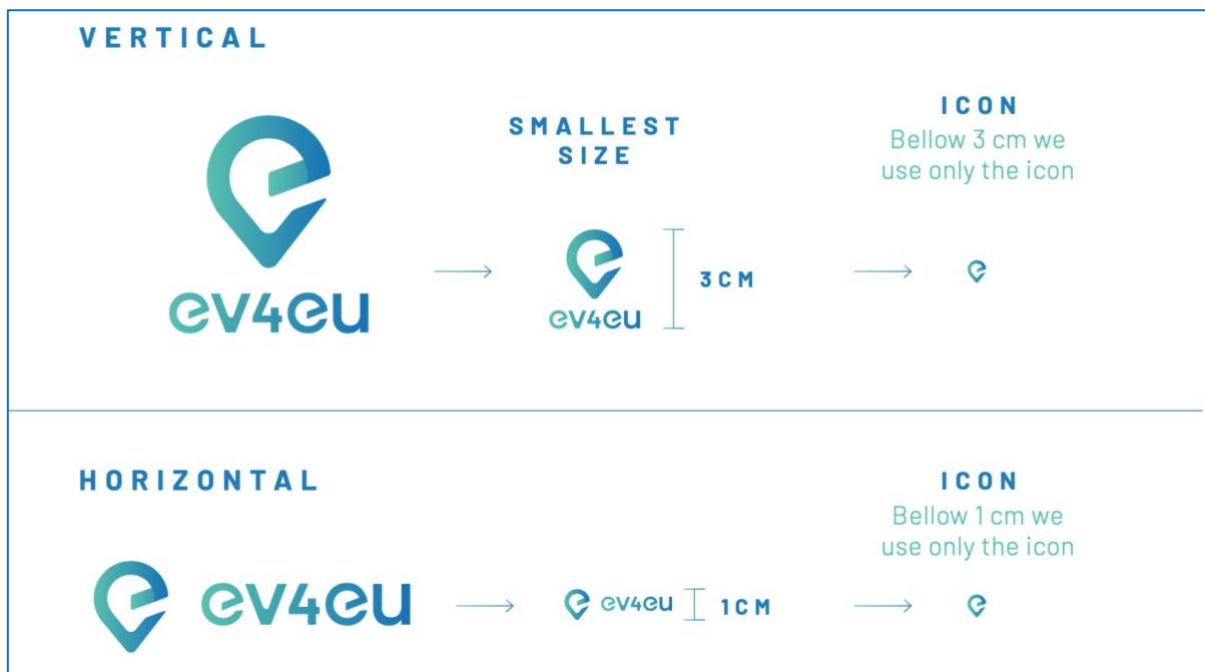
ANNEX I

Standard Style Guidelines

To ensure the readability of the logo, its elements were designed with specific margins and spacing that must be maintained (ANNEX I – Figure 1). The smallest size the logo can be is 3 cm high in the vertical format and 1 cm long in the horizontal format (ANNEX I – Figure 2).



ANNEX I - Figure 1 – EV4EU logo with margins and spacing



ANNEX I - Figure 2 – EV4EU logo size

The logo should never be changed, stretched, or distorted. ANNEX I – Figure 3 shows examples of the incorrect use of the EV4EU logo.



ANNEX I - Figure 3 – Don'ts for EV4EU Logo

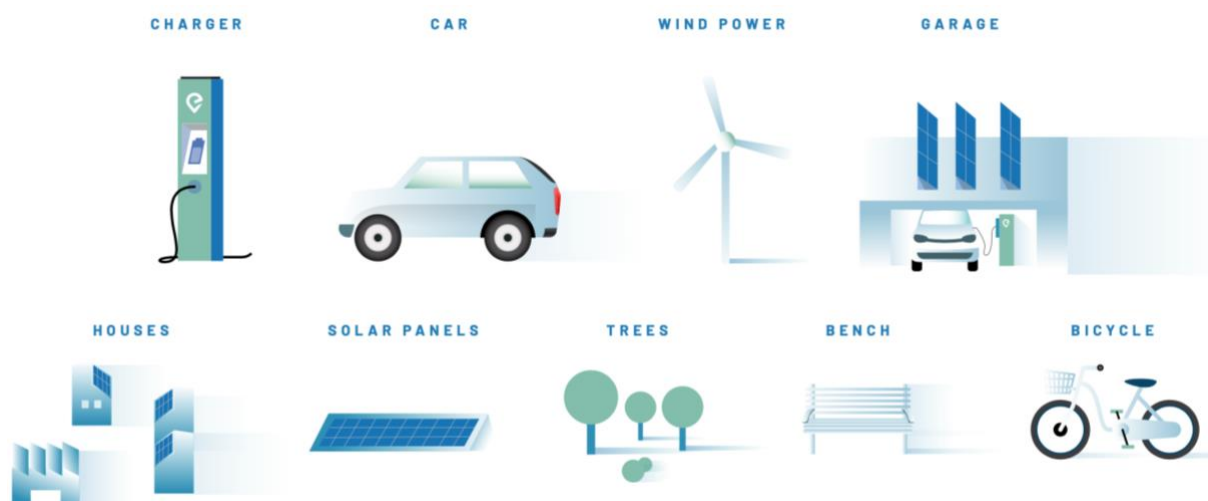
The EV4EU main font is Barlow for text and titles, to be used in dissemination materials, ppt presentations, newsletters, and website. Examples of the lettering, type and size available to use are shown in ANNEX I - Figure 4.



ANNEX I - Figure 4 – EV4EU main font, Barlow

In official documents, such as deliverables, and internal and mid-term reports, the font used is Calibri, size 11 for body text, 16 for titles, 14 for subtitles and 12 for sub-subtitles.

The materials produced for the EV4EU project (templates, banners, flyers, website) contain key graphic elements that reflect the vision and ideas of the project. Those elements are represented in ANNEX I - Figure 5 and include charging stations, cars, wind power, garage, houses, photovoltaic panels, trees, benches and bicycles.



ANNEX I - Figure 5 – Graphic elements presented in the EV4EU project

ANNEX II

The power point template is presented bellow in Annex II- Figure 1.



Annex II- Figure 1 – EV4EU PPT Templates