




INCIT-EV

D10.1: Dissemination and communication plan including project identity set

Date of document - 2020/06/28

D10.1:

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Technical References

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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

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Task 10.1 Partners:

RSA	RENAULT SAS/Groupe Renault
CDP	Commune de PARIS
PSA,	Peugeot SA
ENEDIS,	ENEDIS
AYZ,	Ayuntamiento de Zaragoza
CIRCE,	Centro de Investigación de Recursos y Consumos Energéticos
TRIA,	INGENIERIA TECNICA DEL TRASNPORTE TRIA SA
IREN,	IREN SPA
PRIMA,	PRIMA ELECTRO SPA
MRA-E,	Province Noord-Holland
PITP,	PITPOINT.EV BV
EESTI,	Eesti Energia Aktsiaselts
EVBOX,	EV charged B.V.
ATOS	ATOS SPAIN SA
AVERE	ASSOCIATION EUROPEENNE DES VEHICULES ELECTRIQUES ROUTIERS-France (Avere-France)

Project Leader	RENAULT SAS / Groupe Renault
WP10 Leader	AVERE
Web site Leader	CIRCE

Table 1 - Acronym table

Acronym	Definition
INCIT-EV	Large demonstratioN of user Centric urban and long-range charging solutions to boost an engaging deployment of Electric Vehicles in Europe.
AIDA	Model to promote results and to facilitate their exploitation: Awareness, Interest, Desire and Action
POLIS	POLIS is the network of European cities and regions cooperating for innovative transport solutions

0 EXECUTIVE SUMMARY

This document describes the dissemination and communication plan of INCIT-EV project. The main Objectif is to define the strategy of dissemination and communication to ensure that INCIT-EV results will effectively benefit as much European citizens.

The present document will ensure that all communication and dissemination need from various WPs and the project in general are considered and coordinated.

The document includes all the information needed to facilitate the communication efforts of the project partners. Subtasks such as the review and mapping of stakeholders at European, national and local levels, timing of communication and dissemination activities, media channels, and division of tasks between partners are detailed.

Although the Communication and Dissemination Plan is a deliverable to be submitted to the European Commission by Month 6 of the INCIT-EV project, it will be regularly reviewed and updated to ensure that its objectives are met and amended if necessary.

The delivery of this project communication and dissemination plan is done in accordance to the description in the Grant Agreement Annex 1 Part A with no time deviation and no content deviation from the original planning.

Description of INCIT-EV Project:

The INCIT-EV project aims to encourage the development of electromobility in Europe through field experiments.

-Phase 1 will first involve analyzing user needs and requirements, followed in April 2020 by an assessment of charging technologies and their integration into infrastructures.

-Phase 2 will focus on 7 innovative charging technologies for electric vehicles will be tested in chosen locations in Europe and demonstrations will run from the second half of 2022 to the end of the project.

-A dynamic induction charging system for the urban environment in Paris, France;

-High voltage charging systems in the outskirts of Tallinn, Estonia;

-Optimized bidirectional "smart charging" in Amsterdam and Utrecht, the Netherlands;

- A dynamic induction charging system in peri-urban/long-range areas in Versailles, France;
- A charging hub in a carpark in the outskirts of Turin, Italy;
- Low power bidirectional charging (for two-wheeled vehicles also) and static wireless charging in taxi lanes located at the airport and central station in Zaragoza, Spain.

1 GUIDELINES FOR DISSEMINATION AND COMMUNICATION ACTIVITIES

This strategy is intended to provide a clear and comprehensible approach of the dissemination activities to be implemented during project as well as to provide the project partners with guidance and rules to ensure a proper and homogenous communication.

The dissemination activities will address the INCIT-EV target groups (local authorities, decision makers, company, research and academia, citizens, etc...). Such a wide range of stakeholders and cities will be addressed through a wide range of dissemination tools and channels.

A coherent, multi-layered strategy to effectively publicize and exploit INCIT-EV findings will bundle input from the whole team across the entire lifespan of the project.

Effective dissemination, communication and exploitation of findings are central to successful high impact in particular whenever the project involves multiple groups of academic and non-academic partners and audiences.

The dissemination and communication process will focus on:

- Disseminating of the specific results and insights of the demonstrators use cases:
 - A dynamic induction charging system for the urban environment in Paris, France;
 - High voltage charging systems in the outskirts of Tallinn, Estonia;
 - Optimized bidirectional "smart charging" in Amsterdam and Utrecht, the Netherlands;
 - A dynamic induction charging system in peri-urban/long-range areas in Versailles, France;
 - A charging hub in a carpark in the outskirts of Turin, Italy;
 - Low power bidirectional charging (for two-wheeled vehicles also) and static wireless charging in taxi lanes located at the airport and central station in Zaragoza, Spain.

- Communicating about the project broader activities

Each INCIT-EV deliverable should follow the same formatting style and editing rules. The present document follows these styles and rules.

A central goal of communication and dissemination is to maximize opportunities to promote, communicate and disseminate results throughout the lifetime of the project, and beyond. This will ensure that key stakeholders can contribute to, and act on the findings in a timely fashion. Dissemination, communication and exploitation activities pursue main objectives.

Main objectives of WP10 are to define communication and dissemination activities to be carried out throughout (and after) the project to ensure that INCIT-EV results will effectively benefit as much European citizens as possible. The WP10 team will continuously monitor and provide means for the INCIT-EV partners

to share results within the consortium and to integrate the research and innovation activities as well as to communicate the developments, disseminate results to the industrial and scientific community and to a broad stakeholder audience to encourage the use and wide acceptance of project outputs.

Specific objectives:

- To establish the internal procedures in order to disseminate the project results to external stakeholders.
- To prepare the visual identity and a set of materials for the promotion of INCIT-EV project.
- To carry out engagement and interaction activities with key external stakeholders.
- To enable a showcase at each demo-site for dissemination and training purposes

1.1 European commission rules as established in the GA

As pointed out the grant agreement, INCIT-EV dissemination activities are closely linked with the intellectual property rights protection and confidentiality (articles 23a and 36, respectively).

It is necessary to have an excellent understanding between academia and industrial partners in order to achieve a successful exploitation of INCIT-EV outputs. For this purpose, the Grant Agreement, in **article 29.1**, states the following basic rules for dissemination activities:

- *A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.*
- *Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.*
- *If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1) — need to formally notify the Agency before dissemination takes place.*

According to **Article 29.2**: *Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.*

According to **Article 29.4**, *unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:*

(a) display the EU emblem

(b) include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No”.

According to the **article 29.5**, *any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains:*

1.2 Role of the consortium partners

Under the supervision of the WP10 Leader and project leader all partners are expected to proactively contribute to dissemination activities. To this end, roles and responsibilities of each partner will be clearly agreed through the present dissemination strategy, which constitutes a blueprint to follow in disseminating the work and results by the project partners through coordinated actions.

Dissemination and communication are a collaborative joint-task. All partners shall consider it as an opportunity to showcase their work and to make the most of it when interacting with the outside world. Beyond the contractual tasks of the dissemination and communication, all INCIT-EV partners can contribute to a wider and richer dissemination and communication. It is important that each partner considers which are the aspects and topics of his work that can be interesting for their target audience and informs the dissemination leader. From this interaction, surprising and interesting opportunities can arise in the form of more profiled and targeted actions, e.g. local launch events, workshops, public conferences, etc. The information and knowledge inside the Consortium are diverse and huge and hence it shall be consequently managed and exploited in order to achieve effective and successful project dissemination.

For this, the Website leader will periodically remind the INCIT-EV partners to provide graphic materials and information to populate the website as well as the social media channels that shall be perceived by the partners quasi as “own”.

These activities can range from the distribution of press releases, especially in the Use Case cities to including information about the project in newsletters, presenting a scientific poster (academic partners), etc.

1.3 Publication Policy and strategy rules from project partners

All the project partners will be responsible to disseminate INCIT-EV results through their communication channels and towards their existing communities. Therefore, all partners will play a role in the dissemination of the results and their interest and opportunities will be identified through a dedicated survey template to be filled (and updated) by the partners during the project. See annex 1

In addition, the partner responsible for each deliverable will be asked to establish the dissemination potential of the deliverable prior to its submission. The deliverables of the project will be used as milestones to monitor the progress of dissemination activities.

The rules for the management of communication and dissemination on the project are to guaranty that all our actions are well recognized by EC.

Rules for communication and dissemination:

- All documents created must include the EC logo and the following text:



“The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 875683. <https://www.incit-ev.eu/>”

At the end of document inserts:

“This document reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.”

- At a minimum, we must mention Coordinator, the number of partners and the number of countries they represent.
“Groupe Renault coordinates the INCIT-EV project, to improve the experience of electric vehicle (EV) driving with a consortium of 33 partners from eight countries.”
- For important communications such as the project milestone it is important to name all partners or to list all the logo.
- The process for validation as follows:
 - For press releases, presentation, posters, articles, etc.: partners create own documents and submit them with the fact sheet attach to the project leader and WP10 leader for comment. When document is finish partner put then on communication file of INCIT-EV Team room in same time complete le tracking table see chapter 1.4.
 - For speaking and participating in events, simply fill out the fact sheet to project leader and WP10 leader.

1.4 Tracking communication and dissemination activities

The dissemination activities will be constantly tracked and monitored by AVERE, thus a brief overview will be presented in every SC meeting. A continuous monitoring activity will enable to assess the results and impacts of the dissemination and communication activities providing regular feedback to the effectiveness of the strategy.

The reach and impact of INCIT-EV communication activities will be assessed qualitatively and quantitatively. The following measures will be used to evaluate the output of the dissemination activities:

To ensure a proper reporting and logging of the communication and dissemination efforts, a table tracker has been developed that will be updated regularly by all the project partners. This dissemination tracker (in a format of an Excel file) will form the basis for monitoring. It will also allow to closely follow all the dissemination and communications activities.

Consortium Partners will be regularly invited to send their dissemination and communication feedbacks to project leader and WP10 leader. All this data will be collected and used as quality control tool to progressively tailor the dissemination to the target audience.

To manage data communications and disseminations activities, each partner will be adding information in these following templates.

Table 2 – Report -for press releases and posters, articles etc...

N° partner	Name	Country	Communication Tools (press, radio, TV...)	Date	Title of article, poster and more information (audience...)

Table3 – Report -For speaking and participating in events

N° Partner	Name	Country	Name of event	Date	Information on event: audience type, number of persons, hyperlink, etc....

Table 4 – Report - For dissemination demonstrator results

N° Partner	Name of demonstrators	Country	Name of event	Date	Information on event: audience type, number of persons, hyperlink, etc....

1.5 Identification of stakeholder and planning

The identification of INCIT-EV stakeholders following the results obtained in WP2, an analysis of their characteristics, in order to establish the most suitable dissemination formats and channels for each target group. To do this, the following table lists the different categories of actors and the corresponding actions. This table will be completed as the project progresses

Table 5 – list of stakeholder and action to be plan

Type of stakeholder	Referent Partner	Name of stakeholder	Action planned	Date
Media				
Policy maker				
municipalities				
companies				
Scientific communities				
Citizen/user				

1.6 Relation to other project activities table

Interaction and exploitation of synergies with other projects and initiatives will be exploited to increase the outreach of potential stakeholders by organize joint events, exchange knowledge, experience and best practices, and stimulate discussions among key players.

AVERE will be in charge of networking activities with related projects, previous and future calls of H2020 or other relevant programmes.

Regarding EU forums, INCIT-EV will take advantage of the relation of its partners with some of the existing associations and platforms where they have an active role; a list of them is provided in the dissemination section of Deliverable D 10.4.

This attached table will be filled in this deliverable.

Table 6 - Relation to other project activities table

Partner	Task	Relation to other project activities: name of project etc...

2 COMMUNICATION AND DESSIMINATION STRATEGY AND PLAN

2.1 Strategic approach

AVERE coordinates and manages INCIT-EV dissemination and communication activities.

All the project partners will be responsible to disseminate INCIT-EV results through their communication channels and towards their existing communities. Therefore, all partners will play a role in the dissemination process for results through their interest and opportunities. To identify their possibility a dedicated template is filled see annex 1. This template will be update by partners during the time of project.

The following two tables present the strategy and actions to carry out the communication and dissemination of the INCIT-EV project.

Table 7 –Strategic plan table:

What to disseminate?	To whom?	When?	How?	Actions?
General information (newsletters, website, workshops, conferences, publications, documentation)	All	Along the whole project, through events and publications	Website, newsletters, leaflets, presentations, participation to conferences, press releases...	Raise awareness about the project Disseminate results
Technical and scientific information	Industry, Research centers, universities, consultancies,	At meetings, workshops and events Exercises (User Group), presentations, participation to conferences...	Website, newsletters, Provide specific and detailed technical data about performance	Meetings/workshops can provide comments to feed further deliverables and results
Results from INCIT-EV Use Cases and demonstrators in cities	European networks, organizing authorities, industry local decision makers	After the release of the demonstrations' results	Presentations, participation to conferences, specific documentation...	Provide guidance for the deployment of interoperable charging infrastructure in European cities
INCIT-EV Final Results	cities, industry, European	End of the project	Presentations, participation to	Raise awareness about the challenges and

	networks, regulators, local decision makers...		conferences, Final Event, dedicated INCIT-EV documentation	propose possible solutions for the deployment of interoperable, charging infrastructure
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Table 8 – Action Plan table:

Action	Program	Responsible	How often and/or how many?
Update website https://www.incit-ev.eu/	Description of : launch event, publications, participation in major events	CIRCE	Monthly or more often when milestones are achieved
e-Newsletter	Project information and news	AVERE RSA	Periodically, twice a year At the choice of partner
Press Release / Conference, interaction with the press of all levels and preparation of articles/interviews	Project information and news	All partners	Linked to important events/dates, e.g. launch events, etc. Four journalistic articles around the project and related topics, written by professionals and addressing a wider audience,
Radio & TV coverage Upon request, (at least once a year,	Project information and news	All partners	On the occasion of the launch event
Congress and Exhibition	Participation, presentation, speaking	All partners	
International, national, local events and conferences audience type and stage of the project	Presentation of project, results, milestones, etc....	All partners presented the project Key partners will present the project in at least 2 main national and European events	On selection, on the basis of relevance, available budget,
Update of social media Facebook, Twitter, LinkedIn	Project information and news	All Partners	Upon availability of the data
Publication and documentation, including technical & scientific documents	Project information and news	Relevant partners	Upon availability of the data, mostly towards the end of the project
Public Deliverables	Project information and news	All Partners	As scheduled in exploitation plan
Presentations at conferences, meetings,	Project information and news	All Partners	Upon availability and

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workshops, trainings, etc...			scheduled in exploitation plan
Cities and region Showcases	At beginning of the project to collect the stakeholders and user's needs, views, and concerns, At the end of the project to share the results and plan the next course of actions	Local authorities' member of the consortium and local representative partners	Use case cities and regions 2 showcases per city: one at the beginning of the project, and another one at the end
H2020 info days, brokerage events, EU initiatives	Presentation of project, results, milestones, etc	AVERE	On selection, based on relevance, available budget,

2.1.1 Timing of Communication & Dissemination

Communication and dissemination activities are planned in accordance with the stage of development in the project. Although several communication actions will take place during the first half of the project, the most significant dissemination activities will take place as final research results are available. The dissemination will follow the AIDA model: Awareness to attract the attention of the target audience, Interest of the target audience, Desire of the target audience to know more about the project, and Action to lead the target audience towards get involved in the project and to promote its results to facilitate their exploitation. According to this principle, three phases are considered, summarized in Figure 1:

Initial phase (Awareness): 2020/2021, Inform & explain

It is focused on increasing the visibility of the project and mobilizing stakeholders and multipliers. At this phase, the main activities will be related to the implementation of the communication/dissemination tools (website, social networks, and visual identity), preparation of dissemination material, general presentations of the INCIT-EV project, the distribution of publishable abstracts and progress resumes.

Intermediate phase (Interest/Desire): 2022, Educate & demonstrate

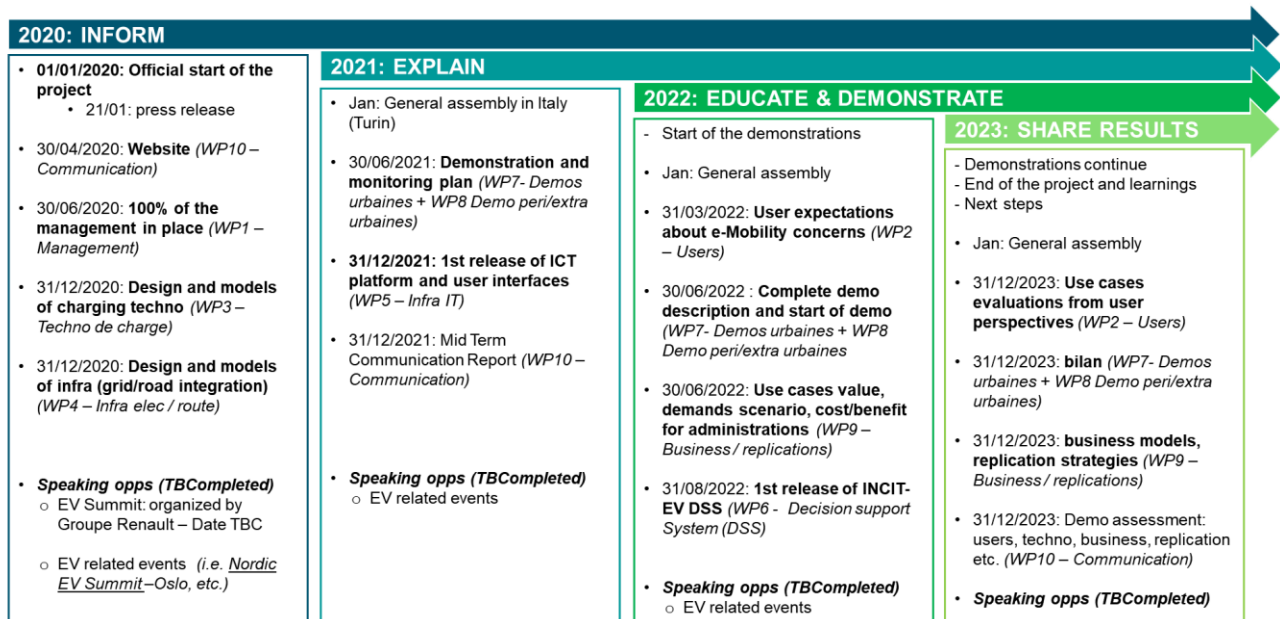
It is focused on disseminating available initial data and evidence on scientific advances and technological results. Each partner will contribute at specific levels according to their expertise and business activities focused on informing and engaging to the target stakeholders when preliminary results become available. The project results and their future applications will be presented in journals and conferences to specialize audience with the objective of stimulating the interaction with the concerned scientific, industrial, public authority community and determining the expectations of the stakeholders.

Final phase (Action): 2023 and beyond, Share results

Focused on encouraging further exploitation of the INCIT-EV outcomes (transfer to industries, market of new products, replicability...). At this phase, validated results at TRL7 and the transferability analysis will be presented in journals, conferences and industrial events.

The schedule of this strategy in phase with the agenda of project is represented in the fig 1. The figure will be update by Task 10.1 when is necessary.

Fig 1 schedule of INCIT-EV communication strategy



2.1.2 Establishing the INCIT-EV brand

Initially, dissemination efforts will mainly be geared towards establishing INCIT-EV as a well-known brand in the electric mobility field for recharging activities. The aim is to maximize the project visibility during the start-up phase, the delivery of communication tools that are being developed to support the project dissemination activities will provide good opportunities to actively reach out to the target audience. Therefore, social media tools will be involved on regular basis, promoting and covering first Demo Launch events as well as events in which INCIT-EV is involved and sharing information that may be of interest of the stakeholders. Additionally, during this stage, the first issue of the INCIT-EV newsletter will be published. All articles and further information concerning the project will be announced through the social media channels and published on the website.

The main goal at this stage is to inform the target audience about the project and gain first followers.

2.2 Target audience

Dissemination and communication activities in the project will focus on innovative and engaging ways to share results with diverse academic, media, policy makers, municipalities, citizens and all users of charging infrastructure. Interviews and newspaper articles, social media, e-newsletters and workshops are some of the tools to be used.

According to the goal of the project, the target audience for the communication & dissemination activities has been divided in the following groups:

Media, social media:

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News, project pages and posts in the media (newspapers, magazines, radio, ...) and social media (twitter/Facebook/LinkedIn) are expected to inform to general public about the project and reflect the impact of EU research and innovation funding on European industry. Press activity will be centralizing by WP10 leader and project leader with required input from all partners (translation, distribution and press book).

Policy makers:

European and national policy makers are key to promote all kind of charging infrastructure adapted to different usages of electric mobility that yield high added-value products for a more competitive industry. Dissemination to this target audience is focused on transmitting project results through participation in a workshop that will take place in partner's cities.

Besides, participation in trade fairs and conferences in which specific forums are prepared for discussing policy issues and policy impact, will also allow reaching this audience.

Municipalities and local authorities:

This target audience includes the local, municipal authorities and responsible of installation charging stations. These policy makers will represent one of the most important target audiences as they are responsible of adopting advanced and new useful charging systems to address all usage of e-mobility. Dissemination to this target audience will be focused on promoting the potential benefits of implementing the INCIT-EV results with a clear definition of business strategy. These audiences will be achieved through participation in workshop, demonstrations organized in partner's cities. Direct involvement of local authorities from different European regions could be achieved through the existing European Network (POLIS, etc....).

Companies and professional audience

All partners contribute as relevant, all partners provide potential people to send it to and anyone interested can subscribe through website.

Scientific communities

Contributes and sells know-how and scientific data which can be used for the development of new charge systems and services. Disseminate results to scientific communities to use and build INCIT-EV results in future research.

Citizens & users:

Involvement of citizens is of great importance to promote and facilitate usage of new charging systems. However, education and information will be done through the different events on INCIT-EV project.

2.3 Key messages

The definition of key messages will be list in special document accessible on team room.

For example, here is one key message:

“The INCIT-EV project aims to encourage the development of electro mobility in Europe through field experiments.

Groupe Renault coordinates the project that gathers 33 partners throughout Europe to promote electro mobility via user-centric experiments of innovating charging technologies for electric vehicles.

7 innovative charging technologies for electric vehicles will be tested in chosen locations in Europe.

INCIT-EV has support from the European Commission as part of a call for proposals within the European Horizon 2020 programme.”

2.4 Communication channels

In the following chapter, communication channels to be utilized in the project are briefly described.

Newsletter / eNewsletter:

There will be a regular INCIT-EV e-newsletter to help communication and dissemination with stakeholders and the INCIT-EV community. The newsletter will be published every 6 months. The newsletter will be in English, and it will be sent to identified experts and interested people subscribing to it through the project website, members/representatives of the media, etc. AVERE will be the editor of the newsletter in collaboration with Groupe Renault. He will be responsible for the overall dissemination of the newsletter; all partners will contribute content and will disseminate in their own countries.

Table 9 – Newsletter / eNewsletter responsibilities

AVERE / Groupe Renault	Others partners
Suggest and write content	Suggest and write content as relevant
Dissemination at EU level and France,	Dissemination in other EU country translate if as relevant, CIRCE edit on web site
Develop newsletter recipient list for EU level Collect suggestions and data from Partners	Suggest newsletter recipients for your country

Press releases:

Regular press releases will be issued at European and national levels, coinciding with important project events and milestones. Press releases will be translated into national languages

Table 10 – Press releases responsibilities

AVERE / Groupe Renault	Others partners
Collect information from partners and prepare first draft	Comment and contribute if relevant
Finalize English version	translate if as relevant
Dissemination at EU level and France	Dissemination in other EU country, All partners adapt press releases to national context and disseminate to national media, CIRCE edit on web site

Policy briefs and reports:

These reports will be published throughout the project. Policy recommendations will be targeted at European institutions, national governments, and front-line engagers (e.g. universities, NGOs, third sector organizations, etc....).

Media reports and appearances:

Media reports (articles, interviews, online reports, etc.) are based on press releases in each country. Partners are expected to provide proof of publications (news clippings, print screen of online presence, voice recordings, etc.), using the template presented in chapter 1.4.

Speaking opportunities:

Each partner eats its speeches in coordination with the WP10 leader and fills the table presented in chapter 1.4.

Social media (Twitter/ Facebook / LinkedIn):

The Grant Agreement doesn't require specific INCIT-EV social media but use of social media contributes to establishing and maintaining public engagement with the project.

AVERE used their LinkedIn and Twitter account to highlight the main steps of the project. Other partners are also welcomed to contribute to this Social media channel by regular posts in their own account.

Website:

CIRCE develop a central general project website in English with information on the project, project partners and the research activities and outcomes. The website of the project is launched by the end of M3, and it will be maintained for at least 2 years following the end of the project. Regular updates will be done by CIRCE with reciprocal links to the partners' websites to maximize coverage. See report D10.2

Project e-brochures:

All partners will provide a range of materials for non-academic audiences. In addition to this, two summary project documents will be published in English including the key results. Special efforts will be made to present complex ideas in an accessible format. All brochures will be available electronically.

Academic publications:

INCIT-EV results will be arranged into key themes, to develop a minimum of 5 peer-reviewed articles, book chapters and reports intended for scientific audiences. These scientific outputs will cover theoretical issues, conceptual and methodological questions and key results.

Publications in technical literature and dedicated journals, conference papers and presentations at national and international events will be produced by technical and academic partners with the objective to increase peer-to-peer dissemination among the scientific communities and other professionals and experts in the energy efficiency field.

For more details on Academic publications, please refer to the publications template.

Presentations at academic conferences and workshops:

The INCIT-EV Consortium project will target high-profile academic conferences and workshops organized by national, European and international organizations that involve and/or represent e-mobility communities.

Exhibitions, trade fairs and Project workshops:

All proceedings and documents to disseminate information and results of project make by Partners will attend workshops and large events such as exhibitions and trade fairs; will be made available on the INCIT-EV website. Announcement of the different workshops will be done through all the available channels (web, Twitter, LinkedIn, EU tools, related Platforms from partners, etc.) to reach the maximum audience as possible.

INCIT-EV events and workshops:

To involve stakeholders more actively in discussion, theory and methodology development and application, the INCIT-EV Consortium will organize a series of workshops in different countries. Within the first year of activity a dissemination meeting with the main stakeholders and the EC will be organized to inform about the scope of the project and promote its dissemination and follow up. Three additional workshops will be organized during the project.

INCIT-EV showcases:

The local authorities' member of the consortium and local representative partners will organize showcases to promote the project activities. In the case of Saragossa, the showcases will take place in the Saragossa Mobility City, a dedicated space aiming at contributing to the development of the efficient mobility in Spain. In the case of the rest of the project areas, relevant environments will be used for the same purpose.

Interactive multi-stakeholder closing event:

An interactive, multi-stakeholder event will conclude the project. This final conference (including a webinar) will be organized by RSA in a city to highlight one of the project's demonstrators.

3 PROJECT IDENTITY SET AND DISSEMINATION TOOLS

3.1 Materials

The visual identity and dissemination material (logo and style) of the project will help external audience to easily identify of INCIT-EV and contribute to the project visibility by providing a clear identity from the very beginning of the project. All the communication and dissemination tools (project website, Twitter, LinkedIn page...), materials (leaflets, presentations, posters...) and deliverables will employ the visual identity developed for the project, guaranteeing a professional and consistent look.

The project visual materials are included in D10.3 developed by CIRCE. This deliverable defines the guideline to be used in the materials developed during the project and contains the templates and promotional materials. This deliverable will be updated every 12 months

Different communication materials will be produced along the project lifetime, for instance:

An easily recognizable (visual) identity of the project is essential to achieve best communication results. The Visual Identity Guide is created and made available to project partners to apply during communication and dissemination activities. It is of high importance to use these visual tools coherently.

Project Partners are required to use the logos, colors of the Visual Identity Guide and the templates to create their own Visual materials for communication and dissemination

– Some of which are listed:

- project logo (in national languages)
- project roll-up (in English and/or in national languages)
- general flyer/project brochure (in English and /or in national languages)
- project poster (in English and /or in national languages)
- national project websites (in national languages)

3.1.1 Logo

The basis visual identity of the project is the logo. It is the most recognizable element of the visual identity and represents the project and the Consortium behind it. The INCIT-EV logo has been created by CIRCE and they were presented and validate to the INCIT-EV Consortium Kick Off meeting.

The definition of the logo was the base for the development of the project identity which followed with the banner and the website creation process. The color selection and drawing represented the energy for electric mobility.

Figure2 – INCIT-EV Logo



3.1.2 Templates & Standard presentations

To ensure uniformity when communicating about the project, a set of templates was developed, these templates complete and reinforce the identity of INCIT-EV project. Partners are strongly encouraged to use these templates when sending out documents.

The INCIT-EV PowerPoint Template was created at the beginning of project to ensure a common visual support. Different word documents were created for the documents related to the project (e.g. speeches, conference papers, press releases, meeting agenda and minutes, etc.).

The partners are invited to create their documents within the Template, always adapting the content to the readers. Moreover, they are encouraged to convey understandable and well-structured message about the project.

All documents are available on the TEAMS room.

3.1.3 Project leaflets, videos and presentations

All partners could develop their own materials:

- Project leaflets, to provide our audiences with an attractive and written project overview and summary of the main project objectives and results. Two sets of leaflets are scheduled in the project: the first at the beginning of the project, focused on the objectives and vision of the project; and the second in the last year, highlighting the most promising results and validating the TRL7 demonstration achievement. Each set will include two different versions to reach two well distinguished target audiences: on the one hand, industrial and scientific stakeholders will be tackled with a technical language and contents (detailed flow charts, data graphics, etc.). On the other hand, citizens and policy makers will be engaged with a plain language and a higher content of graphics and images. If necessary, each Partners will translate to the own languages. The brochures will be able to be distributed in printed form (handed out at conferences or other events) or in electronic version (PDF file) and will be also downloadable from the project website.
- Project related videos, to communicate the project's vision, objectives and results. These presentations will be accessible from the website and could be uploaded in YouTube.

- Deliverables, to show the performed activities and achieved results. Public deliverables will be accessible from the website; meanwhile confidential deliverables will be used to spread the knowledge inside the partners.

3.1.4 Website

All information on INCIT-EV website <https://www.incit-ev.eu/> describe on deliverable D10.2

Though the topic is highly technical, the website is oriented towards a wide audience and offers general information both static and dynamic.

The website will provide information about the project including aims and objectives, technological implications, partner lists, funding details, links to related sites and information on exploitable results for industry and investors. The website will provide public access to relevant non-IP-sensitive results (i.e. summaries on progress and achievements, downloadable publishable periodic activity reports, etc.). It will also promote upcoming project events and offer links to related projects and social media.

There is no private area developed for internal use on website The MS TEAMS room provides a centralized access to all materials of the project for the partners.

3.1.5 Video

All partners could make specific video relate to their project activities.

A final video will be produced highlighting the main outcomes of the INCIT-EV project. The video will be produced with a mix of footage, animations and infographics to address stakeholders at large and the general public. It will be hosted on the website and distributed online to all partners' platforms and information multipliers.

AVERE should coordinate the development of the video as WP10 leader and Task 10.2 leader is the responsible of this video. Funding for this video will be defined by the consortium based on the available budget.

3.1.6 Other material

Info-packs, using infographics will be produced to explain the INCIT-EV guidelines in an easy and immediate way and foster replication. A continuous management and packaging of contents in different formats according to the specific dissemination needs of the different audiences will be guaranteed for each specific project outcome and public deliverables.

CIRCE is the responsible of these info-packs include in D10.3 deliverable.

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ANNEX1- COMMUNICATION AND DISSEMINATION SURVEY

Introduction

Dear INCIT-EV Partners,

The overall aim of this survey is to **learn more about every partner's knowledge, experience and general practice** of using various communication channels, and how these could be used for communication and dissemination activities in INCIT-EV.

This information will be useful for us as WP10 leaders to know where and in which communication activities we need and to build the D10.1 deliverable Dissemination and Communication plan including project identity. In addition, we can meet all our communication and dissemination objectives.

Thank you for filling the survey in, it should take about 10 minutes of your time!

I-Partner information:

Name of organisation:....

Name of person who answer the survey:.....

Contact (email):.....

II-COMMUNICATION CHANNELS

1. Please select which communication channels you and/or your organization regularly use to communicate and disseminate your results and activities. Please select as many as are relevant to you.

- electronic and/or printed newsletter
- own website
- Twitter
- Facebook
- press releases
- policy briefs
- discussion, policy, etc. papers
- academic journals
- others, please provide details:

If YES to any of the above continue on relevant item:

2. Electronic and/or printed newsletter

2.1 What kind of newsletter do you have? Please select the one that is relevant.

- electronic
- printed
- both

If both, the questions below have to be asked about each!!

2.2 How often do you publish it? Please select the one that is relevant.

- monthly
- quarterly
- twice a year
- other, please explain:

2.3 What is the target audience of your newsletter? Please select as many as are relevant to you.

- the general public
- media
- experts
- academics
- other, please explain:

2.4 Are you planning to use your newsletter for INCIT-EV dissemination activities, and to report on project related news in general?

- yes
- yes, we have already done so
- no,

2.5 Which language(s) is your newsletter published in?

-.....

2.6 Please share with us any other relevant information about your newsletter that may be interesting for INCIT-EV communication and dissemination:

-.....

3. Own website

Address of your website:.....

3.1 What is the target audience of your website? Please select as many as are relevant.

- the general public
- media
- experts
- academics
- students
- other, please explain:

3.2 Are you planning to use your website for INCIT-EV dissemination activities, and to report on project related news in general?

- yes
- yes, we have already done so

- no,

3.3 Are you planning to establish a separate menu/place for the INCIT-EV project on your website under which you can place related information?

- yes

- yes, we have already done so

- no,

3.4 Which language(s) is your website published in?

-.....

3.5 Please share with us any other relevant information about your website that may be interesting for INCIT-EV communication and dissemination:

-.....

4. Twitter

Your Twitter address:.....

4.1 Does your organization have a Twitter account?

- yes

- no

4.2 If yes, are you planning to use it to communicate about the INCIT-EV project?

- yes

- yes, we have already done so

- no

4.3 Which language(s) are your Twitter posts published in?

-.....

4.6 Please share with us any other relevant information about your Twitter presence (organization or personal) that may be interesting for INCIT-EV communication and dissemination:

-.....

5. Facebook

Your Facebook address:....

5.1 Does your organization have a Facebook account?

- yes

- no

5.2 If yes, are you planning to use it to communicate about the INCIT-EV project?

- yes

- yes, we have already done so

- no,

5.3 Which language(s) are your Facebook posts published in?

-.....

5.6 Please share with us any other relevant information about your Facebook presence (organization or personal) that may be interesting for INCIT-EV communication and dissemination:

-.....

6. Press releases

6.1 At your organization, do you issue press releases?

- yes

- no

6.3 If yes, at which level do you (or the organization that you contract for this job) circulate the press release?

- national

- European

- Other, please explain:

6.4 Do you also place the press release on your website?

- yes

- no

6.5 Do you usually keep track of your press appearances?

- yes

- no

6.6 Please share with us any other relevant information related to press releases and contact with the media that may be interesting for INCIT-EV communication and dissemination:

7. Policy briefs and policy papers

7.1 Do you regularly write and publish policy briefs and/or policy papers?

- yes

- yes, but only in relation to specific projects

- no

7.2 If yes, are you planning to do it related to INCIT-EV?

- yes

- no

- we don't know yet

7.3 Please share with us any other relevant information related to policy briefs and papers that may be interesting for INCIT-EV communication and dissemination:

8. Academic journals

8.1 Do you (or anyone else at your organization) publish in academic journals either at the international or national level?

- yes

- yes, but only as co-authors

- no

8.2 If yes, are you planning to do it related to INCIT-EV?

- yes

- no

- we don't know yet

8.3 Which academic journals do you usually publish in? Please list the ones that are most important/relevant for INCIT-EV. Please think of national journals as well.

-.....

8.4 Are you part of the editorial team of an academic journal? Please think of national journals as well.

- yes

- no

8.5 If yes, which journals are you editing? Please list them all, including national journals.

-.....

8.6 Please share with us any other relevant information related to publishing in and editing academic journals that may be interesting for INCIT-EV communication and dissemination:

-.....

III-PRIORITY AUDIENCES/ EXTERNAL STAKEHOLDERS

1. Which do you think are the most important audiences/stakeholders for the work we do in INCIT-EV? Please select max. 5 that you believe are the most important

- the general public

- academics

- decision makers at the city/regional/national level

- decision makers at the European level

- expert organizations and company (working in the field of emobility)

- energy providers / utility companies

- NGOs
- others, please list:

2. In your opinion and experience, which communication channels should receive the greatest attention in INCIT-EV? Please select max. 5 from the list.

- central INCIT-EV website
- national INCIT-EV sub-websites
- the websites of partner organizations
- INCIT-EV newsletter
- INCIT-EV Twitter
- INCIT-EV Facebook
- INCIT-EV press releases
- INCIT-EV policy briefs
- INCIT-EV discussion papers
- papers in academic journals
- INCIT-EV workshops
- presentations at conferences / meeting
- presentations at academic conferences
- demonstration of charging infrastructure
- final INCIT-EV conference
- INCIT-EV project summary handbooks
- INCIT-EV video
- other, please explain:

4. For your work in general and for your organization, which communication channels are usually the most important? Please select max. 5 from the list.

- posts on website
- newsletter
- Twitter
- Facebook
- press releases
- policy briefs
- discussion papers
- papers in academic journals
- workshops organized by me/my organization
- conferences organized by me/my organization
- presentations at conferences

- presentations at academic conferences
- own publications (e.g. handbooks, flyers, etc.)
- demonstration
- other, please explain and provide details