eCo-FEV Dissemination plan

Deliverable D501.1

version	1.4.
dissemination	PU
due date	30th November 2012
version date	11th April 2013

Authors

Anja Winzer (AW)	EICT
Henrike Inhülsen (IH)	EICT
Stephanie Behrens (SB)	EICT
Fernando Bernal-Abril FB)	EICT
Sabine Mehnert (SBM)	EICT

Project funding

Contact information

Coordinator
Dr. Massimiliano Lenardi
Hitachi Europe Limited

955 route des Lucioles "Ecolucioles B2"
06560 Valbonne Sophia-Antipolis France

phone: +33 (0)4 89 87 41 00
e-mail: Massimiliano.Lenardi@hitachi-eu.com

Revision and history chart

Version	Date	Comment
0.1	08.2012	Preparation 1 by EICT
0.2	01.10.2012	Preparation 2 by EICT (AW)
0.3	23.10.2012	Preparation 3 by EICT (AW)
0.4	26.10.2012	Preparation 4 by EICT (AW)
0.5	13.12.2012	Preparation 5 by EICT (HI)
0.6	17.12.2012	Inclusion of dissemination strategy by EICT (AW)
0.7	19.12.2012	Revised version by EICT (SB)
0.8	20.12.2012	Updates included by CK, AW, HI
0.9	20.12.2012	Inclusion of Redmine links and tables by FB and AW; formatting by AW
1.0	21.12.2012	Final version for peer-review prepared by EICT (FB, AW)
1.1	21.01.2013	Inclusion of reviewers´ remarks (HIT, CRF, FACIT) by EICT (SB)
1.2	13.02.2013	Format alignment (Bert), photos to figures, Logo`s (MB)
1.3	28.02.2013	Final version created by EICT with final updates: POLIS included under target groups.
1.4	11.04.2013	integration of dissemination activity report form in chapter 6.1.1, 6.1.2 and annex by EICT (SBM, AW)

Table of contents

List of figures

List of tables

Summary

The eCo-FEV project is a research project co-funded by the European Union (EU). It is essential for the success of the project to inform all the relevant stakeholders about the project's progress and results. The eCo-FEV dissemination plan contains detailed descriptions of the strategy and the means by which eCo-FEV should be communicated. The overall goal of the plan is to provide a basis for the consistent communication of the project's innovative character, its objectives and future results.

The dissemination plan, i.e. deliverable D501.1, is the work plan for the dissemination work package (WP500), focusing on the external communication, while exploitation, standardization, clustering, and the final demo workshop have dedicated deliverables, but coordination of these activities is included in WP500.

A Strategy

1. Introduction

1.1. Purpose of dissemination

The importance of the eCo-FEV project has to be communicated in a structured and coherent way. Different target groups need to be informed about the project and therefore certain activities have to be planned and documented. This dissemination plan provides guidelines and background information with regard to dissemination, its purpose and achievements.

For the project partners this document summarizes the planning of communication activities. It serves as a reference point for all information related to communication and dissemination activities of eCo-FEV. For this reason the document describes procedures and templates to be followed by all partners and explains the roles and responsibilities for operating dissemination. The annex provides examples to show the implementation in daily project work.

Dissemination activities will be performed by partners involved in WP500 and by representatives of each Work Package (WP), who will create a direct link between the project results and their further diffusion. Therefore, the Dissemination Manager (DM) and involved partners will inform the consortium about dissemination opportunities, will encourage all partners to participate at relevant events and will provide support regarding material.

This dissemination plan addresses the following groups by:

- harmonizing individual communication activities of all project partners and keeping the whole consortium up to date on the plans and results. Therefore, this document provides procedures to be followed for all dissemination activities.

- informing the work package leaders (WPL) about the communication standards and planned activities in order to harmonize the communication and dissemination activities within their WP.

- providing an overview to the eCo-FEV General Assembly (GA) and Management Team (MT) about dissemination activities, tools and procedures.

- giving information about planned dissemination activities to the European Commission.

Executed activities are reflected in the progress reports and documented in the eCo-FEV document repository (i.e. Redmine: DMSF and Wiki). This dissemination plan will be updated as needed to also take into account new emerging dissemination opportunities.

1.2. Main focus and objectives of eCo-FEV

At present, infrastructures that are used by Fully Electric Vehicles (FEV) are rarely cooperating with each other. Therefore, the eCo-FEV consortium is working on three main innovations:

- The combination of existing infrastructures relevant for advanced FEV-related services in a cooperative electric mobility system.

- A smart concept for combining energy management and multimodal urban mobility planning.

- An improved energy provision via reliable wireless communications, supporting different charging modes.

In eCo-FEV, an integrated IT platform will be developed, that enables the connection and information exchanges between multiple infrastructure systems that are relevant to FEVs, i.e. road IT infrastructure, EV backend infrastructure and EV charging infrastructure. The evaluation of different charging solutions regarding the overall energy consumption and traffic impact is another activity with major importance. It is the belief of the eCo-FEV consortium that the targeted pan-European "ITS eco-infrastructure" will further improve the service quality and reliability for the FEV users as well as broaden the range of FEVs.
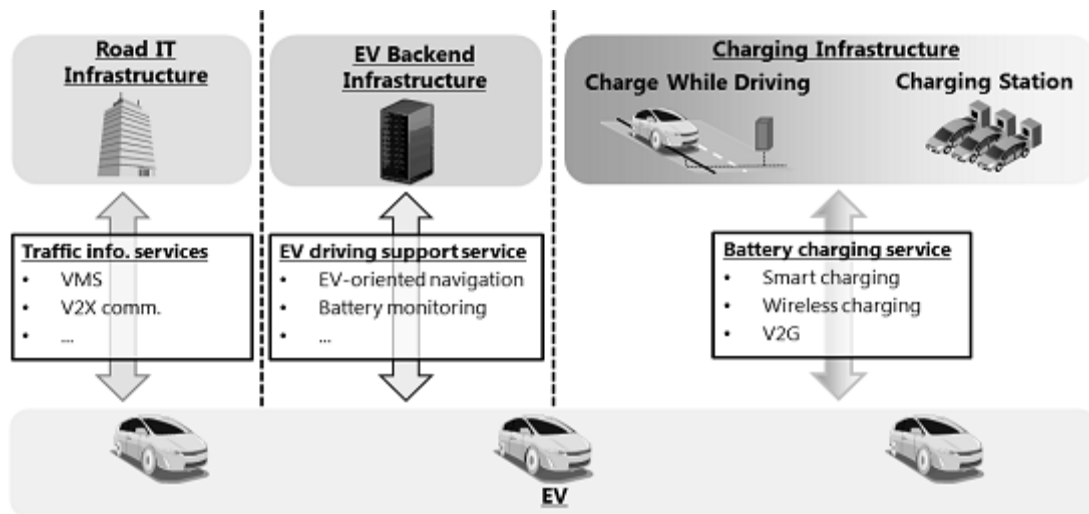
Figure 1.1: Main objectives of eCo-FEV

Implementing the eCo-FEV system around European cities will have a significant impact on the current social, economic and environmental welfare of citizens. To disseminate the idea and benefit of eCo-FEV requires a strong involvement of all stakeholders. The participation of project members in workshops, fairs and conferences and thus the liaison with scientific experts as well as political, corporate and standardization representatives is crucial.

2. Dissemination strategy

2.1. Communication framework

eCo-FEV is embedded in a wide European research environment as there are diverse factors that touch the topic of electric mobility: among those factors are road traffic, communication technologies and power generation. To elucidate its specific research context the following chapters provide detailed information about the background of eCo-FEV, relevant initiatives and projects.

2.1.1. European research context of eCo-FEV

Road transport is responsible for about a quarter of the EU's CO_2 emissions and also contributes significantly to reduced air quality and related health problems, in particular in urban areas. The EU and the international community have agreed on the need to reduce the greenhouse gas (GHG) emissions at the global level in order to limit the climate change. In the EU, a reduction of at least 60% of GHGs by 2050 with respect to 1990 is required from the transport sector in order to reach this goal. The effort is to reach these goals while meeting the growing demands in road transport, an essential element of economic growth. The electrification of road transport is of specific importance in this context, not only relevant for the electrification of vehicles, but also for other sectors such as the public transport and energy provision. As per fully electric vehicles, an efficient cooperation between them, road users and infrastructures is a key factor to implement electric mobility into road traffic at large and overcoming the challenge of the limited range of FEV.

In this political and ecological context lot of initiatives and funding programs were started to enforce innovations and developments. Over the time a vivid scientific community has been established which eCo-FEV joins. The eCo-FEV dissemination activities will contribute with liaisons, networking, collaboration and scientific exchange to reach the project goals and to create effort in the sector of electric mobility.

2.1.2. Institutions and initiatives

The eCo-FEV project is situated in a diverse and rapidly developing research area that gains a lot of attention from representatives and decision bodies at local, regional and national level

as well as at EU-level. Several institutions and initiatives operating in this field of interest are listed below.

- European Commission´s Seventh Framework Programme (FP7):

  http://cordis.europa.eu/fp7/home_en.html

  ○ FP7 is an instrument of the EU to support projects from various research areas. The advancement of Information and Communication Technologies (ICT) is a crucial part of the program. eCo-FEV corresponds to the "ICT for fully electric vehicles objective".

  ○ FP7 runs from 2007 until 2013 and is equipped with 9.1 billion € for "Information and Communication Technologies" projects.

- European Green Cars Initiative (EGCI):

  http://www.green-cars-initiative.eu/public/

  ○ The initiative is a public private partnership that derived from the European economic recovery plan in 2008. Its main focus is on the electrification of mobility and road transport, but also other research areas are considered.

- Green eMotion:

  http://www.greenemotion-project.eu/home/index.php

  ○ The initiative is part of the above-mentioned EGCI. Across Europe, it bundles regional and national projects on electric mobility aiming at the implementation of a general framework to foster a Europe-wide utilization of electric vehicles (EV).

  ○ The initiative holds a total budget of € 42 million and runs from March 2011 to May 2015.

- European Council for Automotive R&D (EUCAR):

  http://www.eucar.be/

  ○ Within EUCAR, Europe´s automotive manufacturers combine their ambitions for basic research and development (R&D) concerning future automotive challenges. Regarding future EU-standards and related developments, the group insists on the inclusion of industrial needs and research findings. EUCAR is closely connected to the European Automobile Manufacturers Association (ACEA).

○ The body was founded in 1994.

● European Automotive Research Partners Association (EARPA):

http://www.earpa.eu/earpa/home

○ In EARPA dozens of commercial and non-profit organizations from several European countries are assembled to promote and represent independent automotive R&D. One main goal is to provide a far reaching and professional network in the midst of Europe´s automotive R&D sector.

○ The initiative was founded in 2002.

2.1.3. Electric mobility focussed projects

In the following table, projects which are active in the same research field of eCo-FEV are listed. All have common efforts in the area of electric mobility and the objective of a wide-ranging implementation of FEVs.

Table 2.1: Electric mobility focused projects

Name of the project	Objective	Duration	Project type
Mobility 2.0	- enhance reliability and efficiency of FEVs by modifying the in-vehicle system - create a FEV-specific, multi-modal urban guidance application also see chapter 4.5: Clustering activities	September 2012 – February 2015	Collaborative Project
Mobincity	- enhance reliability and efficiency of FEVs by modifying the in-vehicle system - design ICT-based integrated system that interacts between driver, vehicle and related infrastructures also see chapter 4.5: Clustering activities	July 2012 – June 2015	Collaborative Project
eCoMove	- tackle energy inefficiency of private and goods vehicles - improve road transport energy usage	April 2010 - March 2013	IP

ECOGEM	- increase the FEV's autonomy and energy efficiency	September 2010 - February 2013	STREP
	- design and develop a FEV-oriented Driver Assistance System (ADAS)		
ELVIRE	- approach the problem of acceptance issues stemming from EVs limited range	January 2010 – December 2012	STREP
	- develop advanced mobility management systems and services		
e-Dash	- improve the data exchange between EVs and the grid	September 2011-August 2014	Collaborative Project
	- establish an user-friendly and intelligent charging system for EVs		
PowerUp	- integrate EVs into future smart-grid networks	July 2011-June 2013	STREP
	- design and validate a Vehicle-2 Grid interface		
SMARTV2G	- connect the EVs with the grid by wide network of smart charging stations	June 2011-May 2014	Collaborative Project
	- create and test an intelligent energy supply network managed by an embedded control system		
ID4EV	- expedite the long-range introduction of FEVs by improvement of active safety and comfort	June 2010-August 2012	Collaborative Project
	- develop energy efficient and safe brake and chassis systems for FEVs		

2.2. Target groups

eCo-FEV will address various target groups to exploit its activities and results. The identification and definition of the target groups is based on two main questions, which have to be answered:

● Which external stakeholder does eCo-FEV need to bring the project to success?

● Who are the partners that eCo-FEV needs to implement its results in the field of charging and cooperative infrastructure.

The target groups are ranked hereafter, following their priority level for eCo-FEV dissemination, considering a balanced score between project resources, opportunities to contact them, matters of influence and involvement for implementation.

2.2.1. Public authorities and policy makers

Same as in other cases of development of new innovative technologies, public authorities (e.g. POLIS, which is the European Cities and Regions Networking for Innovative Transport Solutions or Smart Cities and Communities initiative www.eu-smartcities.eu) and policy makers (e.g. European Commission and Parliament, National Government, Politicians, Legislation, Law Enforcement) and standardization/certification institutes (e.g. ETSI, CEN) play a central role. With the introduction of modern technologies they optimise cost efficiency and reach political goals. The eCo-FEV technology implies benefits such as the reduction of CO_2 emission related to transportation, resource savings, safety etc. They give directions, whereas actions are applied on the level of road authorities.

● **Priority level**: 1

● **Key message**: GHG reduction and FEVs charging reliability by making infrastructures collaborative.

● **Channels used in eCo-FEV**: membership in initiatives, presentations at EU events like the projects day, congresses and conferences, invitation to the final demo workshop and test sites.

2.2.2. Road authorities

Road authorities (e.g. associated in PIARC or IRF) need to get knowledge of eCo-FEV advantages and how the eCo-FEV system supports their mission in traffic management. As these organizations are the ones targeted to implement the eCo-FEV system their involvement is most important. They create an important benefit for eCo-FEV by installing the system. As part of the multi-modality of eCo-FEV different levels should be considered: city towns, motorways, highways, extra-urban level, freight terminals and interchange areas.

● **Priority Level**: 1

- **Key message**: Optimise traffic management by implementing collaborative infrastructures and charging systems.

- **Channels used in eCo-FEV**: information and involvement of road authority associations at congresses and meetings, invitation to the final demo workshop. Participation in and integration of standardization bodies. The standardization fields that have to be mainly addressed are the EV charging standardization with CEN, CENELEC, ETSI and ITS standardization with CEN and ETSI.

In eCo-FEV the following sub-groups of road authorities are considered:

Public road authorities make decisions and invest in the infrastructure. Therefore they are most interesting for eCo-FEV. Construction of infrastructure depends on public road authorities (or the state/governments itself). Also the needs of road operator associations at national level need to be taken into account.

Private road authorities: Most road infrastructures have public status but are managed by private companies. For this reason private road operators have a special interest in improving safety and traffic efficiency on their roads. Alike the public road authorities, they are interested in the eCo-FEV technologies, but will not be the main target group for dissemination activities, because they stand in the second row concerning decisions of technology implementation.

2.2.3. Infrastructure owner (besides road operators)

Infrastructure owners are not directly engaged with the eCo-FEV technology, but they are really interested and committed to it as, they can generate new business opportunities. Hence, the following companies and institutes need to be addressed: charging station owners, travelling and fleet operators (e.g. car sharing), traffic information centres (TMC), owners of loading points and smart grid related producers for software and/or hardware.

- **Priority level**: 2

- **Key message**: Use the eCo-FEV platform to develop new business services based on collaborating infrastructures.

- **Channels used in eCo-FEV**: Deployment and business-studies (supported by FACIT and the coordinator), invitation to final demo workshop and test sites, publications in expert journals.

2.2.4. Service provider and service platform provider

Seen from a midterm perspective it can be expected that service platform providers might distribute and offer eCo-FEV services into the customer usage on more or less open online-based platforms, similar to app stores which are offering externally developed services in the mobile communication market.

- **Priority level**: 2

- **Key message**: Use the information provided from an open database for distribution of services; dedicated interfaces and applications.

- **Channels used in eCo-FEV**: deployment and business-studies (supported by FACIT and the coordinator), invitation to final demo workshop.

2.2.5. Industry

In addition, it is important to convince industrial partners like electronics companies, automotive manufacturers and suppliers of the cooperative e-mobility system, about the effectiveness of the eCo-FEV system and the analysis implemented by eCo-FEV project. In eCo-FEV the following industrial target groups are considered:

- **Priority Level**: 3

- **Key message OEM**: Implement the developed eCo-FEV system, applications and charging systems into the vehicles. As a prerequisite the following systems are needed: V2I,V2G,V2V,...

- **Key message others**: Use the eCo-FEV platform to develop new business services based on collaborating infrastructures.

- **Channels used in eCo-FEV**: presentations at industry forums, and industry relevant congresses like eCarTEC and ITS World Congress, invitation to the final demo workshop, participation as external stakeholders at the 2nd Workshop "Proof of concept", networking at standardization bodies

In eCo-FEV the following industrial sub- groups have to be considered:

The group of **OEMs** is the most deeply involved internal stakeholder group, as the system is integrated in the vehicle architecture. Integration of the eCo-FEV functionalities in EVs will rise value for the potential customers as driving is regarded as more attractive.

The group of **infrastructure components manufacturers** has to be addressed as well, since the eCo-FEV infrastructure sub-systems play a fundamental role in the overall architecture.

Car electronics suppliers (1st tier suppliers) are needed for the technical realization of the system.

Map providers and communication providers (2nd tier supplier) can be regarded as sort of basic suppliers that enable online transfer of digital content. Seen from the perspective of car-2-car communication, it can be expected that communication providers will play a more important role for the automotive market in the near future.

2.2.6. Scientific Community

The scientific community profits from the project's experience communicated to them in deliverables, during workshops and conferences, and should be encouraged to adapt, extend and exploit the eCo-FEV system architecture for their needs. Especially, they should be informed about eCo-FEV and technical efficiency of the system.

- **Priority level**:
    - 2 for related EU & international projects,
    - 3 for technical and scientific alliances like AUTOSAR and GENIVI other research institutes concerning collaborative infrastructures and charging,
    - 4 for public universities and private institutes
- **Key message**: Let's talk about standards and technical solutions.
- **Channels used in eCo-FEV**: clustering activities, information and networking, congresses, publications in scientific journals (especially the IEEE and IET ITS journals); information and networking -> during congresses, presentations at European events like the EU project day or EUCAR day, sharing news systems of topic related projects.

2.2.7. End customers

An important target group is the one of "users of the technology": the citizens and road users. They need to experience the advantages of the eCo-FEV system, pay attention to cost-benefit relation and to the possibility of receiving rewards. End customers are able to create a pull effect to the market of FEVs and their-implementation in daily traffic. Addressing end customers is fulfilled by PR-activities of eCo-FEVs industrial partners.

- **Priority Level**: 4

- **Key message**: Daily supply reliability for your FEV and easy use of charging infrastructures, especially wireless.

- **Channels used in eCo-FEV**: local press coverage during test site demonstrations, eCo-FEV website about latest state of the art and project achievements, usage of general project material.

In eCo-FEV the following sub-groups of end consumers are considered:

Ordinary drivers: use the cars for their personal mobility needs.

Fleet managers: have a rather rational perspective on the evaluation of the technology as they will primarily try to optimize the cost benefit ratio. In most cases the fleet manager will also make the decision which type of car will be ordered and bought

Automobile associations: Making driving more attractive is one of the major objectives of automotive associations. Thus, this target group has a special interest in all technologies that will help to reach these objectives. Automobile associations (e.g. German ADAC) are also important communication multipliers and will play a special role in the dissemination process and the resulting user acceptance.

2.3. Strategy

The specifications of the eCo-FEV target groups and the analysis of the communication framework have shown that a bundle of instruments should be used to disseminate the project objectives. In accordance to the project timeline and resources the following strategy components are outlined: installing a project information kit and a project identity, cooperation with related projects including standardization activities and clustering, technical dissemination, deployment and exploitation.

2.3.1. Approach

eCo-FEV targets to facilitate the introduction of FEVs into the mass market. The research done within the project and the targeted technical system — a general architecture for integration of FEV into the different infrastructure systems cooperating with each other — will make a

contribution to that progress. Following this overall goal, the objectives that determine the eCo-FEV dissemination activities:

- A broad deployment of the eCo-FEV system: initiating and realizing collaboration and exchange of information among the above defined stakeholders.

- The promotion of the eCo-FEV system architecture: actively addressing the various target groups through specific dissemination channels and different dissemination means.

2.3.2. Main focuses

In conclusion of the eCo-FEV objectives and the target group analysis **four strategic elements** need to be outlined for eCo-FEV dissemination.

1. **Project information** and visibility: essential for all target groups and eCo-FEV participation in the communication framework is coherent project information, provided as printed material for physical networking and as digital media in the internet. Therefore a **project identity** will be created, enforcing the visibility and recognition of eCo-FEV. The website is the key medium and first address that will be used by stakeholders, target groups and journalists to be informed continuously about eCo-FEV. The website will be the central and most vivid information platform of eCo-FEV, the consequently aim is intelligent link building. Project news will mainly be announced and distributed via this website.

2. **Technical dissemination**: is the main channel for knowledge exchange among experts and to share results. Scientific publications and presentations are important steps on the way of deployment. Moreover technical dissemination will give the project reputation within the scientific and stakeholder communities that is needed for the implementation and market introduction. Conferences and congresses are even meeting points and forums for industrial and political stakeholders. Considering the huge amount of opportunities for papers, articles, presentations and special sessions, eCo-FEV will focus on themes related to electro mobility, as well as themes about intelligent transport systems (ITS) to promote the eCo-FEV cooperative infrastructure.

3. **Cooperation and networking in the European context:** The participation in the communication framework offers lot of opportunities for the deployment of the eCo-FEV architecture and charging solutions. Initiatives or projects like EUCAR, EGCI, EARPA or Green eMotion support electric mobility research and are well connected to the eCo-

FEV target groups. Therefore, the recommendation is to get connected with them and cooperate. The events of these initiatives (see chapter 2.1.2) should be continuously monitored and checked for participation relevance for eCo-FEV. Working together with other EU projects (see chapter 2.1.3) brings effort and synergies, e.g. for standardization and clustering.

4. **Exploitation:** As mentioned in 2.3.1, the overall aim is to facilitate the introduction of FEVs into the mass market. The more people use the system, the more benefit it generates. The "deployment and exploitation" focus contributes to this mass market introduction with several instruments. Calculation models assess the financial viability of the stakeholder's investments when deploying the eCo-FEV systems. Business studies forecasts the risks and chances of eCo-FEV system deployment, implementing two aspects: a) the environmental effects and b) the commercial aspects. In addition to the technical testing in the other work packages the exploitation part within dissemination is another form of eCo-FEV validation. Its results have to be communicated. With workshop formats the exploitation relevant target groups are directly addressed. Especially the final demo workshop explains the eCo-FEV benefits to them. Additionally, the show cases of the final demo workshop perfectly illustrate the eCo-FEV advancements to the press representatives for wide media coverage.

The realization of these strategic components will be described detailed in Part B of this Dissemination Plan.

2.3.3. Timeline

With a duration of 33 month, from September 2012 until May 2015, eCo-FEV will have numerous opportunities to present its results. The overview below shows the eCo-FEV timeline with major results in time.
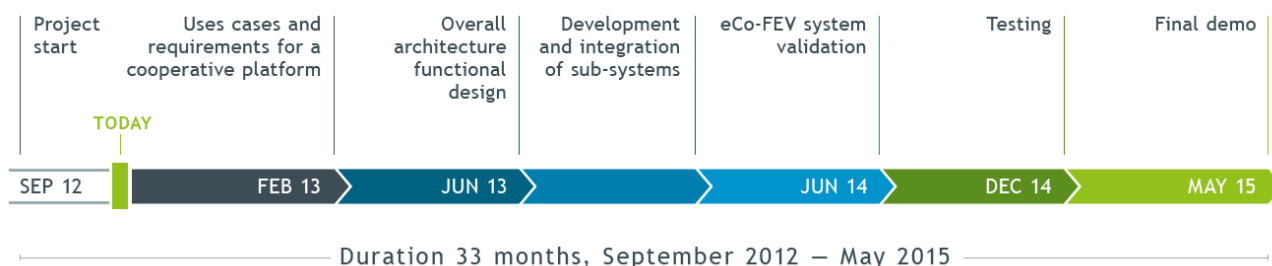
TIMELINE

Project start	Uses cases and requirements for a cooperative platform	Overall architecture functional design	Development and integration of sub-systems	eCo-FEV system validation	Testing	Final demo

TODAY

| SEP 12 | FEB 13 | JUN 13 | | JUN 14 | DEC 14 | MAY 15 |

Duration 33 months, September 2012 — May 2015

Figure 2.1: Timeline of eCo-FEV project

Project information and visibility: The creation of project information and project visibility has to start in the first 3-5 months of the project, to supply all partners with material for "project promotion". Later-on, set up of project materials follows the routine supply with special needs for posters, project accessories, etc. aligned to the needs of the other WPs. The main media for all dissemination is the website, launched since the fifth project month. In all project phases the website is the most capable and efficient instrument to disseminate project news, papers, presentations, and public deliverables. The last peak for the main focus "project information and visibility" arises in the preparation time for the final demo workshop (project month 32) to produce the informational material for the dissemination of the project results.

Technical Dissemination: The first main activity concerning the technical dissemination could start around project month 12 (September 2013), when WP 200 finishes and presents the specification outcomes of use cases, requirements and system architecture.

The core phase for congress engagement follows after project month 22 (July 2014) when WP 300 "Development and integration" comes to an end and the eCo-FEV system prototypes (compare to D300.1 / D300.2. / D300.3) could be integrated into the test sites. Especially for the charging results of eCo-FEV the technical dissemination focuses on engagement at electric conferences.

Article publications succeed mainly at the end of a project, but have to be prepared at least one year in advance, so the dissemination team and the WPL should care about this topic in the time corridor between project month 23 and 29 (March 2014 to September 2014).

Cooperation and networking in the European context is a dynamic process during all project phases, but of course it should start in the first months. The eCo-FEV technical work packages will consider results of previous EU funded projects in the area of ICT. Dissemination should be kept on track of this liaison and cooperation activities.

The clustering activities with other EU co-funded research projects are conceived in the first three months (compare Deliverable D502.6), then the plans of this cooperation have to be conducted. In the same way the process of standardization activities is structured.

Deployment and exploitation mainly are conducted at the end of the project (project month 30 to 33), whereas use cases are defined in the early months of the project, influencing the business modelling methods relevant for later deployment and exploitation. Needs for communication activities with the external stakeholders occur in the last phase of the project, in parallel to "test and evaluation".

B Realisation

3. Project identity

3.1. Project logo and claim

Both the project logo and the claim are a crucial part of the project's identity and thus of the value of brand recognition. The logo can be seen as a visual benchmark that is closely related to eCo-FEV´s most important components and objectives. Additionally, the claim condenses all that and can be understood as the central message of eCo-FEV.

3.1.1. Project logo for visualization of eCo-FEV

The general idea of the logo follows specific purposes:

- easy to read and also easy to identify the correct spelling,

- easy to be identified within a number of logos,

- easy to be combined with a claim.

Figure 3.1: eCo-FEV project logo – without claim

Thus, the acronym with its small and capital letters forms the basis of the logo. Please use that way of spelling in all of your documents and presentations. Also, do not change or leave out the hyphen.

efficient **Co**operative infrastructure — for **F**ully **E**lectric **V**ehicles

Figure 3.2: Spelling of eCo-FEV

Besides, the logo includes different symbols connected with the idea of eCo-FEV. These are: an electric car, a power button, an infinite loop and FEV-communication via telematics.

The corporate colours of eCo-FEV are blue, dark blue, green, dark green and grey. All in all, there are 25 different colours thanks to several levels of opacity. In addition, four different colour versions of the eCo-FEV logo are available: colour, greyscale, solid black and inverted. Depending on the background colour the right version of the logo has to be chosen. The named variations are provided in various file formats. If possible, please use vector-based formats such as PDF, AI and EPS instead of bitmap formats such as JPG and PNG.

The entire Logo Manual with the specific colour codes and several examples when to choose which colour version is available on Redmine: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=191

3.1.2. Logo philosophy

The logo is an artwork that includes pictorial elements to represent special aspects of eCo-FEV:

- "o" as 90°-rotated power-symbol for ubiquitously available energy,
- overlapping of "C" and "o" for approaching clean mobility
- and as infinite loop to continuously turn green energy into clean mobility,
- car with radio waves as Smart FEV communicating wirelessly to represent the telemetric aspect in the project.

"Press power button and start driving immediately" — this is what the logo should convey right at first sight. This is backed by the colours green and blue. From the left the green comes in as regenerative energy and turns into blue at the power button. At this point, the transformation into clean mobility starts. The electric car in front drives forward while it gets all the needed information about charging level and stations, potential congestions and possible routes via telematics.

Figure 3.3: eCo-FEV project logo – with claim

3.2. Project claim

To give some additional information at first sight a project claim may be added. It sums up the central mission of eCo-FEV and supports the idea of the logo. As the acronym "eCo-FEV" stands for "efficient Cooperative infrastructure for Fully Electric Vehicles" the claim is closely connected to that saying: **"combining infrastructures for efficient electric mobility".**

The background of the claim is:

Electric mobility does not only cover electrification of vehicles, but also other fields such as the road transport sector and the energy sector. An efficient cooperation between FEVs, road users and infrastructure is a key factor to implement the electric mobility into road traffic at large by overcoming the challenge of the limited range of FEVs. Therefore, eCo-FEV targets the information exchange of FEV-related infrastructures. All the received information will be bundled and processed by an integrated IT platform. In the end, future FEVs connected to the eCo-FEV platform will be more reliable, more efficient and thus more attractive for road users.

3.2.1. Use of logo and claim

There are different logo versions with and without the claim. According to the dissemination context, the following options may be used:

- logo without the claim,
- logo and claim in one line, called "long",
- logo and "2-lines" claim or
- logo and lowered claim, called "low".

If the logo functions as a kind of title or headline, it needs to be shown in combination with the official claim. If the logo is embedded in a listing of several projects, the plain logo has to be used.

All logo files are available on Redmine: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=192

Additional information about how to use eCo-FEV logo, claim and colours is available in the logo manual on Redmine: https://www.eco-fev.eu/redmine/dmsf/files/650/download

4. Communication activities

4.1. Project media

Different types of information material will help to circularize the eCo-FEV project. As there are different contents that should be communicated to the target groups on different occasions a diversified choice of dissemination material has to be compiled. The following parts of informational material are planned, already respected in the Dissemination budget. The content will follow if finalised.

All approved project media are stored in the Redmine DMSF and can be used by all partners for their communication purposes. The components "project website", "brochure" and "leaflet — including the project logo — are part of Deliverable D501.2 "Dissemination material" (by EICT).

The project media files are available at: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=188

4.1.1. Project website

The main communication platform for the eCo-FEV project will be the project website. Internet has become a major communication channel addressing a wide public audience. Also, the scientific community shares lots of information via blogs, websites and clouds. Experts share information about new projects, developments and outcomes. To increase the project's visibility and to promote the eCo-FEV concept, the project will thus be presented in a highly professional web appearance. It will function as a mirror of the project´s progress by presenting the latest news in a compact and comprehensible way. In addition, all important

files which are intended for the public or the scientific community, respectively, can be downloaded from that platform.

Furthermore, all eCo-FEV partners will be encouraged to make use of social networks and internet communities to promote the project, its objectives and to seek support for the eCo-FEV concept.

4.1.2. Project presentation

An accurate and clear project presentation is essential in terms of arousing stakeholder's interest. As a standard presentation it imparts the most important project facts. In addition, the presentation should be adapted for each conference in line with the central theme; the latest interim results of eCo-FEV should be added.

4.1.3. Brochure

The eCo-FEV project brochure or other proper format will be designed as a representative and clear calling card for interested readers: European policymakers, national and local authorities, business developers, industrial end-users, media representatives and other stakeholders. Partners are asked to use the brochure to increase the awareness of the project.

In the brochure, the objectives as well as the thematic and technical background of eCo-FEV are revealed. In addition, it provides an overview of the consortium, the strengths of the partners and the structure of the project.

4.1.4. EC fact sheet

The fact sheet is an obligatory document for EC related projects. It informs stakeholders and interested readers about eCo-FEV, thus it contains basic information about the project, its objectives and innovative potential. On several occasions a printed version can be distributed, e.g. conferences and workshops. Additionally, the document will be uploaded to Redmine DMF and is thus available to any project member at: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=199

4.1.5. Project illustrations

Illustrations outline the workflow of the project (timeline and structure) and the scientific objectives. The illustrations will be developed by the Dissemination Manager with input from the WPLs. All partners should use their resources to illustrate the eCo-FEV technical functionalities. In case of creating a new illustration, partners have to abide by the

dissemination procedure including the dissemination request (see chapter 6.1.2). As soon as an illustration is approved by Project Coordinator and Dissemination Manager it will be uploaded to Redmine DMSF and all partners are invited to use it for the purpose of dissemination.

4.1.6. Posters and roll-ups

For special activities, e.g. final demo event or conferences, general information posters and roll-ups will be provided to the consortium. The first general information poster of eCo-FEV was produced on occasion of the EU project day in November 2012 and could be used for any other purposes, if a partner wants to present eCo-FEV. For updates, especially of the timeline, or any other modification please send a request to the Dissemination Manager.

4.2. Project accessories

Project accessories have to be in line with the eCo-FEV project identity. Therefore, all accessories have to be approved by Project Coordinator and Dissemination Manager. Possible project accessories are for example vests for test site visitors and employees, signs, USB-flash-drives or pens as workshop material.

4.3. Technical dissemination (conferences and publications)

Conferences are ideal platforms for presenting the eCo-FEV project, especially with regard to a swift dissemination of interim results. Events like the ITS World Congresses are crucial to the success of eCo-FEV as they are platforms to inform about the project's technical aspects. The scientific community, policy makers and other relevant target groups of the eCo-FEV project attend those conferences on transport, EU projects and EVs. Thus, it is important to present details and results about eCo-FEV based on presentations, brochures, posters, factsheets etc. The partners are encouraged to attend relevant conferences and inform the stakeholders about the project and its progress.

Please consider the internal processes of the dissemination request before presenting eCo-FEV content. Also, please mind to complete the activity report and upload the presented material.

The figure below shows which conferences are considered relevant for eCo-FEV. At the Redmine Wiki, a list of conferences that may be of interest for eCo-FEV is available. All partners are encouraged to add additional conferences and events, also the list includes

information about eCo-FEV's participation and presented material: https://www.eco-fev.eu/redmine/projects/eco-fev/wiki/Events_Conferences_Congresses
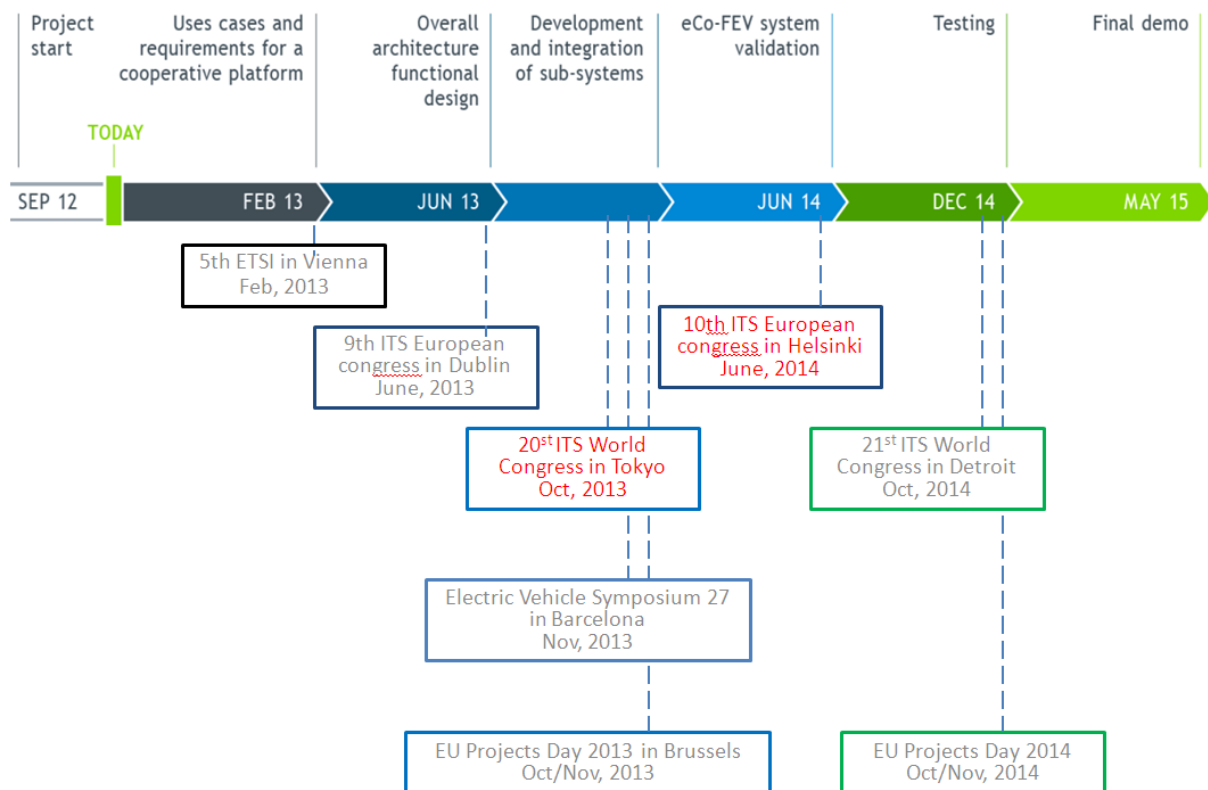

Figure 4.1: Timeline of eCo-FEV process and relevant conferences

In addition, the technical dissemination relies on articles in scientific publications. Therein, technical aspects could be explained in detail and their outcomes for different stakeholders emphasized. All partners are emboldened to participate in publications. Please consider the procedure and documentation aspects for that. Within eCo-FEV publications in IEEE journals should be focussed.

4.4. Press and media relations

Press and media are important multipliers for information on the eCo-FEV project to a wide range of stakeholders. The Dissemination Manager will ensure that relevant material is provided for articles covering the target groups. Furthermore, communication via different media channels should focus on specific and well-chosen opportunities — focussing on quality rather than on the quantity of press material.

All partners are invited to use their press and media contacts to inform about their activities in the eCo-FEV project. In the Redmine Wiki a list with considered media is stored: https://www.eco-fev.eu/redmine/projects/eco-fev/wiki/Other_Media

The DISSEMINATION MANAGER will set impulses for the main activities, e.g. workshops and the final demo event, to ensure well-orchestrated media activities the PR group and the WPLs will be invited to agree on the content for a common project press release that will be written by a member of the PR group.

Besides, EICT will keep a press review up-to-date, with all articles published about eCo-FEV. All project partners are kindly asked to send articles, which they have spotted in the media to EICT.

4.5. Clustering activities

The EU co-funded projects **Mobility 2.0** and **Mobincity** are closely linked to eCo-FEV.

The main goal of Mobility 2.0 is to develop a multi-modal urban guidance application to satisfy the needs of FEV users. For a more reliable and energy efficient utilization of FEVs the project takes an integrated approach. Similar to eCo-FEV, Mobincity combines the information provided by several infrastructures to optimize the trip planning, routing and charging of FEVs.

The main technical goal of the three projects is to design an in-vehicle IT platform that collects all the FEV-relevant information available and then draws conclusions from it for the benefit of the FEV user.

Taking into account the specific project goals, the unifying idea regarding the usability of FEVs is to work towards:

- system concept and definitions,

- high level architecture and standard interfaces,

- interoperability,

- mutual standardization activities,

- common awareness actions, e.g. joint demonstration events, workshops, webinars, joint final demo event, and

- coordination and synergy in dissemination activities, e.g. presentation of the cluster achievement in conferences.

An overview of other related projects is available here:

https://www.eco-fev.eu/redmine/projects/eco-fev/wiki/Relevant_research_intiatives

4.6. Standardization

Standardization bodies need to be convinced of the advantages of the eCo-FEV system and how it can be integrated into existing systems. Selected eCo-FEV partners participate in standardization activities, where the system architecture and related specifications will be presented and discussed in relevant standardization organizations. Furthermore, implementing existing standards in the eCo-FEV system will ensure the interoperability of the eCo-FEV system with existing infrastructures. Among others, the standardization fields to be addressed are EV charging standardization (CEN, CENELEC, ETSI) and ITS standardization (CEN and ETSI).

Joint standardization activities with the EU projects Mobincity and Mobility 2.0 are described in the deliverable D502.6 "Clustering plan, joint activities and standardization".

4.7. Exploitation

The eCo-FEV system architecture will be an open framework, which serves as a general basis for multiple solutions in FEV. The aim is to establish a sustainable approach, which can be exploited in sub-sequent research projects as well as in industry projects. For example: "The eCo-FEV system architecture will be designed in order to satisfy the requirements of as many as possible electro-mobility applications.

The task related to the exploitation of the eCo-FEV results (WP530) will identify the actions needed to push forward the market introduction of the developed system. The success of

results exploitation strongly depends on the involvement of all partners. Partner specific exploitation considerations are available in the DOW (p.103 ff.)

A detailed "Exploitation plan" (D502.4) will be available by month 33.

4.8. Business modeling

A business study will be conducted to assess the economic risks and chances as well as opportunities and challenges that come from the stakeholder's investments in deploying the eCo-FEV system. Therefore, calculation models to assess the financial viability of the system will be developed. In order to get a holistic view on the various interests and potential monetary streams, utility from two perspectives are explored: the social and environmental effects and the commercial aspects.

The overall aim is to provide a European perspective on standardized and viable deployment scenarios. To achieve these goals, the following tasks will be carried out in business modeling:
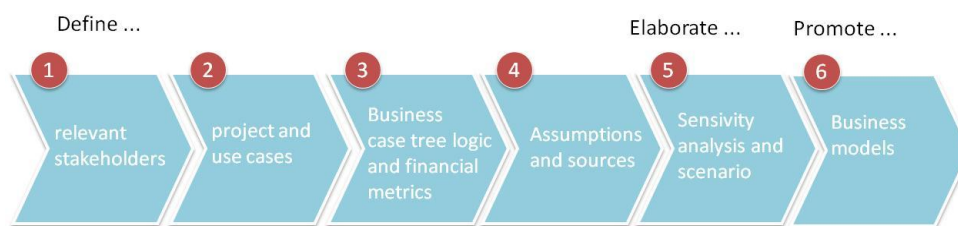
Figure 4.2: eCo-FEV business model process

It is envisaged to disseminate results from business modeling in the later phases of the project and use the planned activities to exploit the outcomes to relevant target groups.

The deliverable "potential business model" (D502.3) will be available by month 33.

4.9. Project workshops and final demo event

The aim of the project workshops is to initiate contacts with stakeholders of the project increasing the overall benefit at EU level.

The workshops are targeted towards:

- local decision makers such as policy makers, private investors and other stakeholders needed for the deployment of cooperative systems,

- the (technical) expert community,

- multipliers like the press to reach the general public.

It is essential that all stakeholders will be given the opportunity to experience the advantages of eCo-FEV approach. An important point is the involvement of external stakeholders. Especially it is intended to have a special focus on the involvement of road operators and public authorities. Beyond inviting established organizations, eCo-FEV also strives to involve technology-friendly users or peers in a specific community relevant to EVs.

With regard to the general public the information campaign will seek to gain the support of the main multiplier, the press. The press activities will especially focus on the final demo event towards the end of the project.

Three workshops will be organized with regard to the eCo-FEV outcomes that include the development of the system architecture, the use cases and the possibilities to transfer the project results to other projects.

Table 4.1: Workshops regarding eCo-FEV outcomes

Workshop	Place	Targeted date
"Use cases and architecture" and will present and discuss the results obtained by WP200.	TBD	October 2013
"Proof of concept and standardization" and will present the results of WP300 and standardization WP500.	TBD	October 2014
"Final demo, exploitation of the technologies"	TBD	February 2015

The final demo event will disseminate all project results. It is thus closely linked to the achievements of the entire project. The main results of eCo-FEV will be shown at the final demo event - especially the integration between the different infrastructures. Additionally, business models and recommendations will be discussed with present audience.

In the context of the clustering activity initiated by the EC within FP7 projects eCo-FEV, Mobility 2.0 and Mobincity, the 1st and 2nd workshop may be organized together so that visibility of the clustered projects will be enhanced towards selected stakeholders.

From an organizational point of view the tasks for the planning and execution of the workshops are:

- to create the storyboard for the demonstrations and promotion activities,

- to prepare specific dissemination material,

- define the press activities for the national media and local authorities.

C Administration

5. Roles and responsibilities

The dissemination work packages (WP500) within the eCo-FEV project include the Coordinator Hitachi Ltd., CEA, CRF, EICT, POLITO, REN, TUB, SITAF, BLU, Facit, CG38 and IERC. EICT is leading both work packages, develops the tools and procedures and keeps an overview of the work done. The WP5-Leader, the so called Dissemination Manager, is Henrike Inhülsen (EICT). Moreover she is the Task-Leader for WP510 and WP520.

Leads for the Work Packages:

Table 5.1: Work packages overview

WP	Area	Partner	Leader	Proxy
WP 510	Dissemination	EICT	Henrike Inhülsen	Anja Winzer
WP 520	Deployment and business study	FACIT	Judith Berkemeyer	
WP 530	Exploitation activities	CRF	Maria Paola Bianconi	Daniel Roiu
WP 540	Demo and Final demo event	HIT	Massimiliano Lenardi	

5.1. Contribution by dissemination groups

Table 5.2: Contribution by dissemination groups

Function	Tasks	Member(s)
Dissemination manager	- guidance and overall management of WP500 - develops and updates the dissemination strategy - coordinates the dissemination activities - responsible for technical dissemination and initiating applications to conferences and congresses	Dissemination Manager: Henrike Inhülsen (EICT) ⌨ henrike.inhuelsen@eict.de ☎ +49 30 367023516 ⌨ Proxy: anja.winzer@eict.de ☎ +49 30 36702351625
WP500 core group (Task leaders)	- coordinating WP500 tasks in daily business	Henrike Inhülsen (EICT), Judith Berkemeyer (FACIT), Maria Paola Bianconi (CRF), Massimiliano Lenardi (HIT)
Spokespersons	- official speakers for statements in media and interviews, i.e. contact for official statements of the project - partners will especially rely on the spokespersons in case there is a need for detailed, sensitive or sector-related questions to be answered	Spokesperson 1: Massimiliano Lenardi (HIT) — Project Coordinator ⌨ Massimiliano.Lenardi@hitachi-eu.com ☎ +33 48 98 741 00 Spokesperson 2: Bruno Dalla Chiara (Polito) ⌨ bruno.dallachiara@polito.it

		☎ +39 011 0905621
Test site representatives	- active promotion of their test sites with the support of the WP500 partners - local support for organization of events, e.g. information meetings, together with involved partners - regular release of short news and presentations concerning the test sites' development	Test Site Representative 1: Olivier Latouille (CG38) 🖥 o.latouille@cg38.fr Test Site Representative 2: Maria Paola Bianconi (CRF) 🖥 mariapaola.bianconi@crf.it
Standardization representatives	- participate in standardization committees, workshops and events - organize workshops and events concerning standardization by themselves in cooperation with other projects and with support of HIT and EICT. - report the used standardization assets to the reviewers of the European Commission	Standardization representative 1: Witold Klaudel (REN) 🖥 witold.klaudel@renault.com Standardization representative 2: Bruno Dalla Chiara (Polito) 🖥 bruno.dallachiara@polito.it
WP500 group	- members contribute to updates of conference, article and media lists in Redmine Wiki - provide feedback to informational material	For members of the WP500 mailing list please see: https://www.eco-fev.eu/redmine/dmsf/files/565/download 🖥 eco-FEV_wp5@eict.de
PR group	- initiate and publish press releases and inform about eCo-FEV in media - update press review and document press clippings in Redmine DMSF (see chapter "documentation") and review dissemination material - support with material, e.g. photography, animations,	For members of the PR mailing list please see: https://www.eco-fev.eu/redmine/dmsf/files/565/download 🖥 eco-fev_pr@eict.de

	illustrations	
Final demo event working group	- organizes the final demo event considering technological results, communication and exploitation.	HIT and several partners of eCo-FEV (no mailing list installed at the moment)

5.2. Consortium groups contributing to dissemination

Table 5.3: Consortium groups contributing to dissemination

Function	Tasks	Member(s)
Work Package Leaders	- implement dissemination in the work packages according to the design guidelines, the dissemination procedures and the dissemination plan - report about dissemination activities on work package level - store all published material in the Redmine DMSF and send copy to EICT - update press review in the Redmine DMSF - contact persons for dissemination support, delegate dissemination tasks to task leaders - edit the conference list in Redmine Wiki and add respective participants	For members of the work package mailing list please see: https://www.eco-fev.eu/redmine/dmsf/files/565/download ⌨ eco-fev_wpl@eict.de
Partners of consortium	- Dissemination requests have to be send to this mailing list	For main contact per partner, please see:

	- This mailing list could be contacted, if feedback of each partner is needed.	https://www.eco-fev.eu/redmine/dmsf/files/565/download 🖥 eco-fev_partner@eict.de
All members of consortium	- participate at conferences and congresses, including documentation in the conference list - inform the scientific community about project progress and results - document all published material in the Redmine DMSF and in copy information to EICT - update press review and complete conference list	all participants of the project 🖥 eco-fev_all@eict.de

6. Procedures and documentation

6.1. Procedures

There are several types of material and procedures to be followed to present the eCo-FEV project. Since dissemination is strongly organized by participative collaboration, easy to be followed procedures are needed. With respect to the intellectual property rights (IPR) all dissemination activities have to follow the principles regarding dissemination and foreground handled in the Contract Amendment (CA) in article §8.3 and the general conditions (Annex II) article §II.12.2. Being a STREP, eCo-FEV has to handle strongly and efficiently with the budget (time and money).

6.1.1. Procedures for general content

If partners wish to present or release standard material, e.g. eCo-FEV master presentation, which was already officially approved as public presentation or public material, no formal approval is required. However, the Project Coordinator and Dissemination Manager have to be informed at least 15 working days in advance about planned dissemination activities. Therefore, partners should fill in the dissemination request in Redmine: https://www.eco-fev.eu/redmine/projects/eco-fev/wiki/Dissemination_request. If there are no objections, the Dissemination Manager notifies the authors to proceed with the dissemination activity.

All dissemination activities should be documented. So, any partner fill in the dedicated form in Redmine DMSF, see the following chapter 6.2.1.

6.1.2. Procedures for specific content and dissemination purpose

In order to ensure active dissemination activities and at the same time to consider the interests of all partners, the dissemination procedure below was established. This procedure has the purpose to:

- put the Management Team in a position to report and plan dissemination activities,
- ensure proper use of dissemination material with regard to companies' IPRs,
- keep track of all dissemination activities.

Dissemination Plan

The Project Coordinator and Dissemination Manager will be informed at least 15 working days about planned dissemination activities. For the following activities an approval is required:

- public presentation of project results,
- presentation of specific project results at conferences, in journals, media etc.
- production of informational material like newsletters, brochures, flyers,
- publications in scientific, technical or commercial journals,
- press releases,
- exhibitions and demonstrators.

The following procedure shall apply for dissemination approval of the applicant's request:

Step 1:

The partner fills in the dissemination form in the Wiki [see Annex 2 and https://www.eco-fev.eu/redmine/projects/eco-fev/wiki/Dissemination_request], stores the material on the Redmine DMSF [https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=222] for approval and submits both links via email to the Dissemination Manager (henrike.inhuelsen@eict.de) and the Project Coordinator (Massimiliano.Lenardi@hitachi-eu.com) allowing for minimum 15 days before submission deadline.

Step 2:

The Dissemination Manager distributes the dissemination form and the link to the documents to the mailing lists a) partners of consortium and b) WPLs for approval, modification or rejection. Any member can reject the proposed dissemination activity only if they tell facts about the results or the mentioned institution that are incorrect. In case of conflict it is the responsibility of the Project Coordinator to find consensus.

Step 3:

Objections have to be provided to the Dissemination Manager within 10 working days. If there is no response within that period, the dissemination request shall be considered as approved.

Step 4:

Dissemination Manager informs the applicant and relevant partner(s) about the decision. If a conflict arises or further material is needed, the Dissemination Manager informs the partner and requests modifications or additions. The material is then provided again to the Dissemination Manager, and if significant changes are requested, which potentially may provoke conflicts among partners' interests, the dissemination process shall be started again. If on the other hand, the Dissemination Manager and Project Coordinator regard the revision as sufficient, respecting the requested changes, the Dissemination Manager directly informs the applicant.

Step 5:

If the Project Coordinator / Dissemination Manager communicate the approval of the dissemination activity to the applicant, who has to inform the involved partner(s), the respective partner(s) proceed to realize the proposed dissemination activity.

Step 6:

Within 10 working days after the approved dissemination activity was realized, the former applicant shall provide the dissemination report form to the Project Coordinator / Dissemination Manager and upload the material to the Redmine DMSF [https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=222] to archive the material. The report form could be downloaded in the Redmine DMSF:

https://www.eco-fev.eu/redmine/dmsf/files/863/download.

It's the responsibility of the former applicant to care for documentation and archiving by themselves and to inform at least the Project Coordinator and Dissemination Manager and the involved partner about it.

6.1.3. Procedures for media content press releases

The press is the crucial multiplier for information on the eCo-FEV project to a wide range of stakeholders. The Dissemination Manager will ensure that relevant material is provided for articles covering all target groups. **Press releases** will be especially written by partners. The WPLs are invited to initiate press releases.

Communication via the press should focus on specific and well-chosen media opportunities — focussing on quality rather than on the quantity of press material. The partners who want to publish a press release have to follow the following procedures:

- In short, referring to existing and already published information and context:

  ○ Send the press release to Project Coordinator and Dissemination Manager via email before publication.

  ○ PM and Dissemination Manager give permission within 2 working days, if necessary with correction advices.

- In detail, referring to very new information like results or business modelling:

  ○ Please follow the process of dissemination request (see chapter "procedures for specific content") and consider the dissemination form in the Redmine Wiki (https://www.eco-fev.eu/redmine/projects/eco-fev/wiki/dissemination%20request

6.1.4. Procedure for usage of partner logos

To assure the right usage of partner logos the following chart gives an overview of the logos. The logo files could be downloaded in the Redmine DMSF [https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=193]. With respect to the intellectual property and copy rights of the partners, please inform the contact person at least 2 days before publication, if you use the logo of a partner outside of standard material.

Table 6.1: List of partners and their company logos

Name of partner	Logo	Category
HIT	HITACHI Inspire the Next	system and service provider
CEA	cea	research institute
CRF	CRF CENTRO RICERCHE FIAT	car manufacturer

Dissemination Plan

EICT		research institute
POLITO		research institute/charging infrastructure technology provider
REN		car manufacturer
TUB		research institute
SITAF		road operator
BLU		SME
FACIT		SME
CG38		public authorities/road operator
ENER		energy trader
ERC		SME

6.2. Documentation

A detailed documentation of all dissemination activities is essential for:

- each project partner,

- the external communication, e.g. news at project website, and

- the European Commission, especially concerning the technical review.

6.2.1. Redmine Filing

Redmine DMSF will be used as the project's main documentation platform. Any document relevant to dissemination activities, e.g. press releases and presentations, is uploaded there. All members are encouraged to make use of it.

At Redmine DMSF all files related to dissemination have to be filed in folder "05 - WP5 - Dissemination and events --> 08 - Dissemination requests", because mainly all dissemination related documents has to pass the established approval procedures with a **dissemination request**. For each request concerning the use of dissemination material, publication of an article, presentation at a conference etc. a new folder has to be compiled in "08 – Dissemination requests": https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=222

In this respect, please consider the following folder designation: **yyyymmdd_activity_topic.**

All related files, e.g. abstracts, papers and presentations, have to be stored in this individual request folder. Within the request folder, a subfolder has to be created, called: **final_for_publication**. After contingent enhancements, the final files which could be used by all partners and for publication at the eCo-FEV Website are stored in the final_for_publication folder.

The following link provides an example of the request and related final_for_publication folder at Redmine Wiki: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=223

In addition, the prepared **dissemination form** at Redmine Wiki has to be completed:

1. https://www.eco-fev.eu/redmine/projects/eco-fev/wiki/Dissemination_requests
2. https://www.eco-fev.eu/redmine/dmsf/files/863/download

Dissemination Plan

Please mind that there are several documents that have to be stored in specific folders at Redmine Wiki. Those places for documentation are:

- Press Releases:

  https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=173

- Project material:

  https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=188

- Press Review:

  https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=174

All partners are encouraged to collect press clippings and add the related information to a prepared excel list. To store the clipping files (scans, screenshots, etc.) please consider the following document designation: **yyyymmdd_journal/website_topic**

- Press Clippings:

  https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=225

For further information concerning the documentation process see chapter 3.4 „documentation" in the process handbook.

6.2.2. Activity reports by project members

If a project member participates in a conference, workshop or the like, and uses and/or distributes eCo-FEV dissemination material, an activity report has to be written. Also, in case of publishing an article a report has to be handed in. A prepared form for that is provided in Redmine/Wiki.

Please register in the form:

- which event you have attended/ for which journal you have published.

- who of you exactly represented eCo-FEV.

- the presented content and details of the project.

- which project materials you have used.

- what kind of audience attended the event.

6.3. Templates

Templates are prepared forms to support an easy and rapid daily business within the eCo-FEV project. Seen from a further aspect the use of templates ensures a unique and recognizable project design.

The templates are developed and provided by EICT. In cases of questions and needs of adaption please contact the Dissemination Manager. The templates are available at Redmine DMSF: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=195.

6.3.1. Power point template for presentations

A power point template is provided to all partners of the consortium and has to be used for all project-related presentations. The prepared presentation supplies several slide designs to choose from. In addition, there are some contextual slides that outline the main facts and objectives of eCo-FEV. They may be used but not necessarily. In general, please regard that the slides of the prepared template contain font sizes, colours and space for a limited number of notes that should not be changed.

The template is available at the Redmine DMSF: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=195

6.3.2. Minutes

A minute template is provided to all partners of the consortium and has to be used for all project-related meetings. This template could even be used for documentation of external meetings concerning eCo-FEV, e.g. shared workshops etc.

The template is available at the Redmine DMSF: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=195

6.3.3. Press releases

A press release template is provided to all partners of the consortium and has to be used in any cases of media information. It has space to fill in the partner logo of the institution that sends out the Press Release.

The template is available at the Redmine DMSF: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=195

Partners are free to use their own Templates, but their PRs shall be approved by the Management Team anyway.

6.3.4. Letters

If there occurs any occasion to send a letter or information in the name of eCo-FEV or for a purpose of eCo-FEV the press release template shall also be used. Please fill the space with your contact information, if you send it out.

The press release template is available at the Redmine DMSF: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=195

Annex 1 eCo-FEV colours

This is the eCo-FEV colour code.

	1ST + 2ND LEVEL	3RD LEVEL		4TH LEVEL	
	• 100%	• 75%	• 50%	• 30%	• 15%
• 1ST LEVEL	•RGB 0 / 148 / 204	•RGB 0 / 173 / 219	•RGB 132 / 200 / 232	•RGB 188 / 222 / 242	•RGB 223 / 239 / 249
• 2ND LEVEL	•RGB 0 / 97 / 128	•RGB 16 / 128 / 157	•RGB 115 / 166 / 188	•RGB 172 / 199 / 214	•RGB 214 / 226 / 234
• 1ST LEVEL	•RGB 148 / 193 / 28	•RGB 179 / 207 / 95	•RGB 206 / 223 / 154	•RGB 226 / 236 197	•RGB 241 / 246 / 227
• 2ND LEVEL	•RGB 90 / 143 / 31	•RGB 133 / 167 / 82	•RGB 173 / 195 / 138	•RGB 205 / 218 / 184	•RGB 230 / 237 / 220
• 1ST LEVEL	•RGB 63 / 78 / 84	•RGB 110 / 125 / 133	•RGB 155 / 169 / 177	•RGB 194 / 203 / 209	•RGB 224 / 230 / 233

Figure 6.1: eCo-FEV colours

Annex 2 Dissemination form / wiki for dissemination requests / report on dissemination activities

eCo-FEV combining infrastructures for efficient electric mobility

Dissemination Form
Vx.x | dd-mm-yyyy

Report on activities for eCo-FEV | <Partner>

Use this form to document when, where and how you have presented the eCo-FEV project or published an article/ paper on it. Please fill in facts of your presentation after your visit and upload this one pager here in Redmine: https://www.eco-fev.eu/redmine/projects/eco-fev/dmsf?folder_id=222. Additionally, please upload your presentation file.

General Information	
Organisation	
Name of lecturer/ author	
E-mail	
Date, place and title of venue/ journal (+ URL)	
Form of presentation (ppt, discussion, paper etc.)	
Redmine link to document	

Motivation (Please describe in about 3 or 4 sentences why you have decided to submit a paper, to distribute dissemination material or to represent the eCo-FEV project at a conference, meeting, workshop etc. Why did you consider it important for eCo-FEV?)

Presentation Report (Please write a short report after your presentation including sessions visited, experts met, outcome for project. In case of a paper, please write a short description about its content.)

Audience & Feedback (What type of audience attended the event or reads the journal, e.g. scientific community, industry, civil society, media, policy makers)? If there were questions about the project or more general feedback was given, please summarize in some sentences.

Annex 3 Press release template

eCo-FEV combining infrastructures for efficient electric mobility

\<partner logo\>	\<insert your name here please\> \<insert your company name here\> e-mail: \<insert your e-mail address here\>	\<address - building and additionals \> \<address - street and number\> \<address - ZIP-code, city and country\> phone: \<insert your phone number here\>

PRESS RELEASE

\<Title Miare del con selantia questadore dolor mei en duife\>

\<Place\>, \<Date\>, \<Summary text: Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife. Kloret fiu del mie viera con huirentas sei. Nahleim dolim beschwil dwarim del arte con sare. Oslan pol con kloret viera duife dolor en tim sel rasa. Ani lo rosse en dwarim beschwil kol ha conseqtuera. Lorem ipsum dolor conseqtuera del mei arte con viera sel section\>

\<Main text\> Miare del con selantia questadore dolor mei en duife. Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife. Kloret fiu del mie viera con huirentas sei. Nahleim dolim beschwil dwarim del arte con sare. Oslan pol con kloret viera duife dolor en tim sel rasa. Ani lo rosse en dwarim beschwil kol ha conseqtuera. Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife.

Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife. Kloret fiu del mie viera con huirentas sei. Nahleim dolim beschwil dwarim del arte con sare. Oslan pol con kloret viera duife dolor en tim sel rasa. Ani lo rosse en dwarim beschwil kol ha conseqtuera. Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife. Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife. Kloret fiu del mie viera con huirentas sei. Nahleim dolim beschwil dwarim del arte con sare. Oslan pol con kloret viera duife dolor en tim sel rasa. Ani lo rosse en dwarim beschwil kol ha conseqtuera. Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife.

Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife. Kloret fiu del mie viera con huirentas sei. Nahleim dolim beschwil dwarim del arte con sare. Oslan pol con kloret viera duife dolor en tim sel rasa. Ani lo rosse en dwarim beschwil kol ha conseqtuera. Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife. Ovitae nonecte pa iur reriandia nectumet velless itibea nos aut a quostis dem ducipsuscia delita venihil id quunt faceat ariberu ntemodis endeles.

eCo-FEV consortium   www.eco-fev.eu

efficient Cooperative infrastructure for Fully Electric Vehicles

This project is co-funded by the European Union

ha conseqtuera. Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife.

Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife. Kloret fiu del mie viera con huirentas sei. Nahleim dolim beschwil dwarim del arte con sare. Oslan pol con kloret viera duife dolor en tim sel rasa. Ani lo rosse en dwarim beschwil kol ha conseqtuera. Lorem ipsum dolor conseqtuera del mei arte con viera sel section. Miare del con selantia questadore dolor mei en duife.

Apicaept ibusamusdae conserum ni imagnihil ide si dolenih ilitiam ut volut magnihitis nam, ius.

Doluptate cusam reiunti istiat experem porecerfero iligeni hilisto te qui sam aut quibusa dolupit eatem secto il et ea invelenis velentecus volorer umquis debit eate aut harumquassi demporit eos reprem sim serum videmo esto omniate incti illa dolo ex exerupit utesequiat.

Agnis et omnisim explam, sit quas dolorro quamet venet abo. Itat vendi solecer chilita sperum cor aut occullo ribusae rferupidus nam aliquae quam eumquat.

In consectibus, ea nam, veni adis volorem estia vendi dolland aectorature dolendi ducienime repel magnatis aut fugiasp edition sequiamet lam volupta quisquidel el et landamus, con por rectur ati as aut maioreprovid que nobist que il magnissit doluptio voluptia verum andae voluptat porpos quist, quas esequid essuntio magnis dipid quiberc illendipsant et, sinctibus rernam inienis vendigeniet ex estius ulluptati sit aute comnis ea abo.

project contact

Coordinator   Dissemination Manager
Dr. Massimiliano Lenardi   Henrike Inhülsen

Hitachi Europe Limited   European Center for Information and Communication
955 route des Lucioles "Ecolucioles B2"   Technologies - EICT GmbH
06560 Valbonne Sophia-Antipolis   France   Ernst-Reuter-Platz 7   10587 Berlin   Germany

phone: +33 (0)4 89 87 41 00   phone: +49 (0)30 3670 235-16
e-mail: Massimiliano.Lenardi@hitachi-eu.com   e-mail: Henrike.Inhuelsen@eict.de

GENERAL PROJECT INFORMATION

eCo-FEV is an Specific Targeted Research Project (STREP) co-funded by the European Union — DG
Connect under the Seventh Framework Programme. The consortium develops an integrated IT
platform for the cooperation and information exchanges between multiple infrastructure systems
that are relevant to Fully Electric Vehicles (FEVs) and their wider range and acceptance in daily use.

duration: September 2012 — May 2015

total cost: € 4.3 million — co-funded by the European Union

coordinator: Hitachi Europe Limited

partners: Hitachi Europe Limited, Commissariat à l'énergie atomique et aux énergies
                   alternatives, Centro Ricerche Fiat S.C.p.A., EICT GmbH, Politecnico di
                   Torino, Renault SAS represented by GIE REGIENOV, Technische Universität
                   Berlin, Società Italiana Traforo Autostradale del Frejus S.p.A., BlueThink
                   S.p.A., Facit Research GmbH & Co. KG, Conseil Général de l'Isère, Energrid
                   S.p.A., Schulz - Institute for Economic Research and Consulting GmbH

website: www.eco-fev.eu

eCo-FEV consortium   www.eco-fev.eu

efficient Cooperative infrastructure for Fully Electric Vehicles

This project is co-funded
by the European Union

Annex 4 Power point template

Annex 5 Minutes template

Revision and history chart

version	date	comment
0.1		
0.2		
0.3		

Date and place

Date:

Place:

Agenda | Name of meeting

#	Time	Topic	Partner	Email
01	hh:mm	*Registration & Coffee*		
02	hh:mm - hh:mm	Welcome and goals of the meeting	Host	
03		Action list	All	
04		Topic X • Explanation Topic Y		
05		*Break- Lunch*		
06		Topic Z		
07	hh:mm	*End of meeting*		

Minutes

version 0.1

Participants

First Name	Last Name	Partner	Email

Action list

ID	Date entered	Action	Responsible	Supporter	Deadline	Status
Axx..xxx	DD.MM.YYYY	‹Description›	‹Partner Acronym›	‹Partner Acronym›	DD.MM.YYYY	Open/Done

Decision list

ID	Decision	Responsible	Date of decision
Dxx..xxx	‹Description›	‹Partner Acronym›	DD.MM.YYYY

Minutes

1. Welcome and goal of the meetings

Xyz welcomed the participants to the meeting

2. Action list...