



Hyper-**N**etwork for **e**lectro**M**obility

NeMo D8.4. NeMo Communication Tools

Work package	WP8: Communication, Dissemination and Liaison
Task	Task 8.2: Communication tools and amplification outreach
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Revision and history chart

Version	Date	Main author	Summary of changes
0.1	22/02/2018	A. Winder	First draft outline based on D8.2
0.2	02/03/2018	E. Brousta	First review by ICCS
0.3	12/03/2018	H. Roebroek, A. Winder	Final draft for peer review
1.0	23/03/2018	A. Winder	Final version following peer review and check by Quality Manager



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Glossary of terms

Term	Description
Dissemination procedures	Agreed procedures among NeMo partners for dissemination, to ensure high quality publications and presentations, avoid overlaps and possible disclosure of confidential information, and to assist in monitoring project dissemination activities. They involve the partner instigating a dissemination action to provide an advance draft for comments/approval by the relevant dissemination task leaders and the Steering Committee. The procedures are available to NeMo partners on the Redmine portal.
Electro mobility or e-mobility	The use of electric-powered drivetrains for road vehicles designed to shift vehicle design away from the use of fossil fuels and carbon gas emissions.
e-roaming or eRoaming	A market model in electro mobility whereby EV drivers may charge their vehicles at all charging stations, regardless of any contracts concluded with operators. The billing then takes place via the customer's own contractual partner.
Hyper-Network	A distributed environment with open architecture based on standardised interfaces, in which actors (physical or digital) can connect and interact seamlessly, exchange data and provide integrated and interoperable ICT services.
Redmine	Internal project management and file sharing platform at http://redmine.iccs.gr/projects/nemo (accessible by NeMo partners only).



List of abbreviations and acronyms

Abbreviation	Meaning
DCM	Dissemination & Communication Manager (ERTICO)
EMP	Electro Mobility Provider
EV	Electric Vehicle
GDPR	General Data Protection Regulation
ICT	Information and Communication Technologies
OEM	Original Equipment Manufacturer
WP	Work Package



Executive Summary

This document presents the updated NeMo Communication Tools. It is complementary to NeMo Deliverable D8.3: Communication Strategy and Plan.

This deliverable presents the optimum mix of the communication tools that are used to implement the communication strategy and plan outlined in D8.3.

The deliverable includes the NeMo graphic identity guidelines to represent the NeMo brand consistently throughout all communication materials and dissemination activities. These guidelines include all details about the brand rationale, the master logo, brand colours and type face, and typography.

NeMo Powerpoint templates have been developed to be used by all consortium partners in their dissemination activities, as well as a standard presentation. Additional templates for agenda, minutes and deliverable have been developed and partners are informed of the appropriate acknowledgements of EU funds.

The NeMo printed media package includes project posters/roll-ups, brochure, press, and scientific journals. Electronic media include a project website, videos, mailing list, social media, webinars and partners' media channels. A project website has been developed that represents, in a visual compelling way, the NeMo project in detail. The project website is updated on a continuous basis. The NeMo-specific social media accounts Twitter and LinkedIn support all dissemination activities. Partners are also invited to use their communication channels to maximise NeMo's communication outreach.

In addition, through a close cooperation between the NeMo Dissemination Manager and the project partners in different countries, the NeMo project develops locally tailored communication materials in national languages if and where necessary.

As the development of communication tools is ongoing during the lifetime of the project, the Communication Tools report comprises three separate deliverables: D8.2 which was provided in the first year of the project, D8.4 which is this second year's update, and D8.7 which is due in Month 36, at the end of the NeMo project.



1. Introduction

This document presents the updated NeMo Communication Tools which were presented in Deliverable 8.2. It is complementary to NeMo Deliverable D8.3: Communication Strategy and Plan. While D8.3 covers aspects such as target audiences, stakeholder interactions, information to communicate and disseminate, planning, etc., this deliverable presents the tools proposed to achieve this.

Most of the communication tools (printed and online media) are produced separately and, while some are already available or under preparation at the time of writing this deliverable, others will become available later in the project. This is outlined per tool or media in this report. Hence, this deliverable (which is a first update to D8.2) will be superseded by a new version, D8.7, in Month 36 (September 2019).

The purpose of this deliverable is to describe the communication tools for the NeMo project (whether they have already been developed or are planned). The next chapter presents the NeMo brand, including the logo, style and templates. The following chapters present the different communication media (print and online) and describe how they are or will be used.



2. NeMo brand

2.1 NeMo graphic identity and guidelines

A full set of brand guidelines was developed early in the project. They provide explanation on the rationale of the NeMo brand, the logo, the logo elements, the logo options, the logo colours, information regarding incorrect use of the logo and the NeMo typography.

2.1.1 Brand rationale

The NeMo logo is both bold and versatile.

The icon represents a vibrant mix of electro mobility services and its mass adoption in the transport sector. The shape is dynamic and the colour range is exciting and energetic. The typography is simple, direct and bold. It is also an engaging device which encompasses the NeMo project.

The logo comes in two formats: logo only and logo with strapline. Both are valid for use in the appropriate formats.



Figure 1: NeMo logo only



Figure 2: NeMo logo with strapline

2.1.2 Master logo / Minimum size

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size, the master logo should always be used in full. Each element and its position in relation to each other have been carefully designed and should not be stretched, altered or distorted.

Master logos for all applications are available from the DCM at ERTICO's Communications Department. NeMo partners should always follow these guidelines to ensure consistent use.



Figure 3: NeMo Master logo



Figure 4: NeMo logo minimum size

2.1.3 Colours

The NeMo logo is made up of a range of colours: the icon is a mix of CMYK greens with the NeMo icon in a mix of greys. On a white background, the NeMo logo full colour logo should always be used. In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reserved logo should be used.



1 colour - Greyscale logo



1 colour - 100% Black logo



1 colour - Reversed logo

Figure 5: NeMo logo colours



Incorrect use



Never reproduce the full colour logo on a coloured or textured background



Never place the elements in a different position from the original logo



Never alter the colours of the logo or reproduce the colours as tints



Never distort or stretch the logo



Never enclose the logo in any kind of shape



Never recreate the logo using a different typeface

Figure 6: Incorrect use of the NeMo logo

Brand colours and typeface

RGB/Web colours



NeMo Green

R 57
G 169
B 53

Hex #38a835



NeMo DK Green

R 0
G 102
B 51

Hex #006633

CMYK colours



NeMo Green

C 71
M 7
Y 100
K 0.5



NeMo DK Green

C 91
M 34
Y 100
K 28

Spot Pantone Coated



Pantone Green

Pantone 7738



Pantone DK Green

Pantone 349

Figure 7: NeMo brand colours

Primary and Secondary colours

Any secondary colours should be chosen to neutrally compliment the core colours and should be used sensitively. The NeMo white and core colours should always be more dominant.



NeMo Green	NeMo DK Green	NeMo Light Grey	NeMo Dark Grey	NeMo Burnt Orange	NeMo White
R 57 G 169 B 53	R 0 G 102 B 51	R 169 G 169 B 169	R 51 G 51 B 51	R 207 G 83 B 0	R 255 G 255 B 255

Figure 8: NeMo primary and secondary colours

2.2 Templates

A PowerPoint (ppt) presentation template for the project has been developed by ERTICO. All partners will use this template when presenting the project internally, as well as to third parties, unless at an event which specifies another format (e.g. a conference template which is obligatory for that event). The ppt templates consider of a set of basic slides covering the introduction, slide with bullets, slide with tables, slide with columns, and closing slide.

Partners should check with the Dissemination and Communication Manager (DCM) at ERTICO in case of queries regarding the use of the template, especially for external presentations and in particular if they are to be published online.

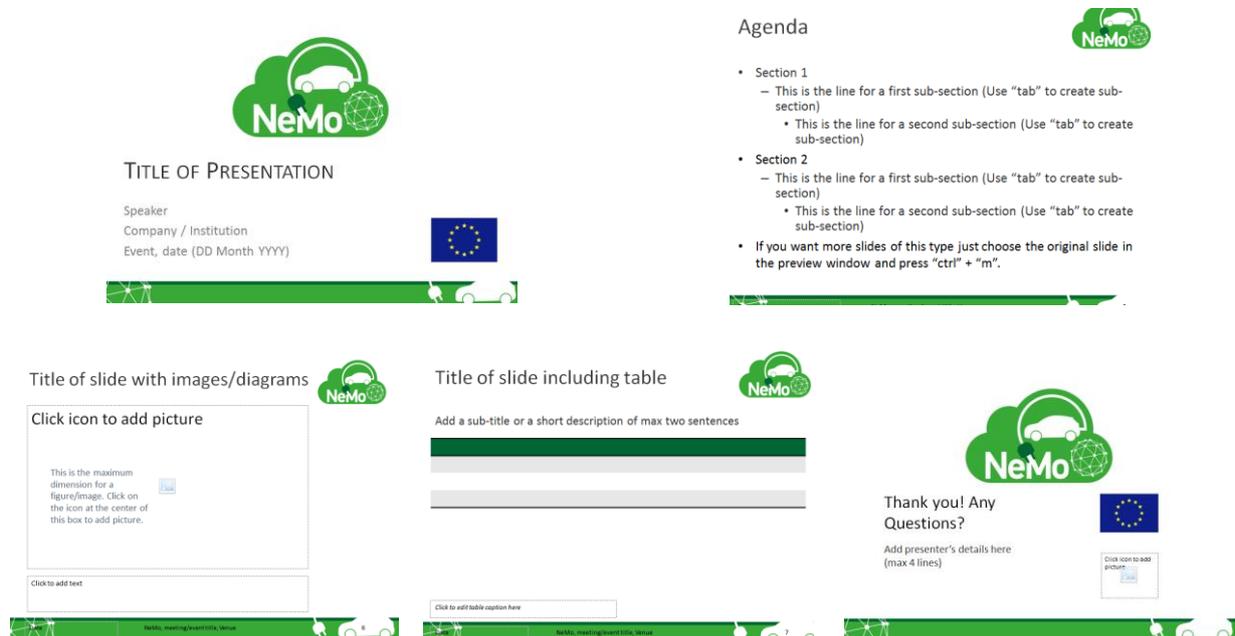


Figure 9: Basic set of NeMo slides

Two standard project presentations have been developed for use by consortium partners in their presentations concerning NeMo. The first is a short “anonymous” version which can be used to run automatically, e.g. on a screen at an event stand (without the name of any presenter or company). The second is intended as a basis for partners to use for personal presentations (space for the presenter’s



name and details and their organisation's logo), where slides can be altered, added to or removed according to the presenter's needs.

Both the template and the standard presentations are made accessible to all consortium partners via the NeMo project communication and information sharing tool Redmine.

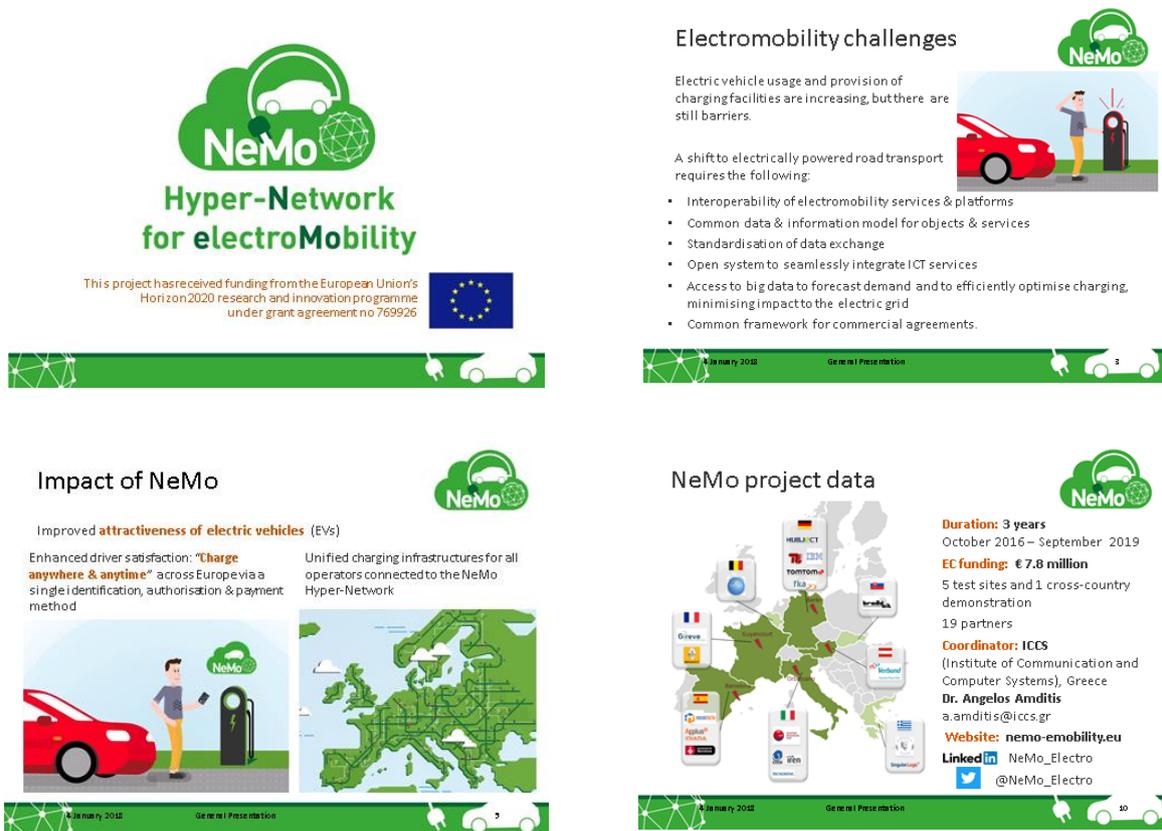


Figure 10: Examples of slides from Standard Presentation

2.3 Other templates (agenda, minutes, deliverable)

Standard templates, incorporating the NeMo brand guidelines, have been developed for NeMo agenda, minutes and deliverable and have been made available to the NeMo consortium partners via the Redmine tool.

2.4 Acknowledgements of EU funds

As the project is co-funded by the European Union, communication and publication materials should clearly acknowledge receipt of EU funding through the display of the EU flag and/or the mention "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 713794."

- The following acknowledgement text should be included in all publications related to the NeMo work:

"This work is a part of the NeMo project. NeMo has received funding from the European Union's Horizon 2020 research & innovation programme under grant agreement no 713794. Content reflects only the authors' view and European



Commission is not responsible for any use that may be made of the information it contains."

- For other communication activities, the EC emblem with the phrase:

"This work is a part of the NeMo project. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 713794."

- For infrastructure, equipment & major results, the EC emblem & the phrase:

"This [infrastructure][equipment][insert type of result] is part of the NeMo project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 713794."

- For correct use of the EC emblem the following link should be used:

European flag: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm



3. Printed media

3.1 Posters

A roll-up poster was produced in mid-2017 to present the project, its objectives; web, social media and contact addresses, and all consortium partners (Figure 11). It will be used to promote the project at various events and workshops.

A general project poster was produced and displayed in March 2017 at two occasions, at the EEVC-2017 (Geneva) and the 5th EU Electro-mobility Stakeholder Forum (Brussels), and in October 2017 at the EVS30 (Stuttgart). These were identical (see Figure 12) except for event-specific branding on the top, as required by the event. A simpler poster was developed by the City of Barcelona in the form of a panel incorporated into its stand at Smart Cities Expo in Barcelona, November 2017.

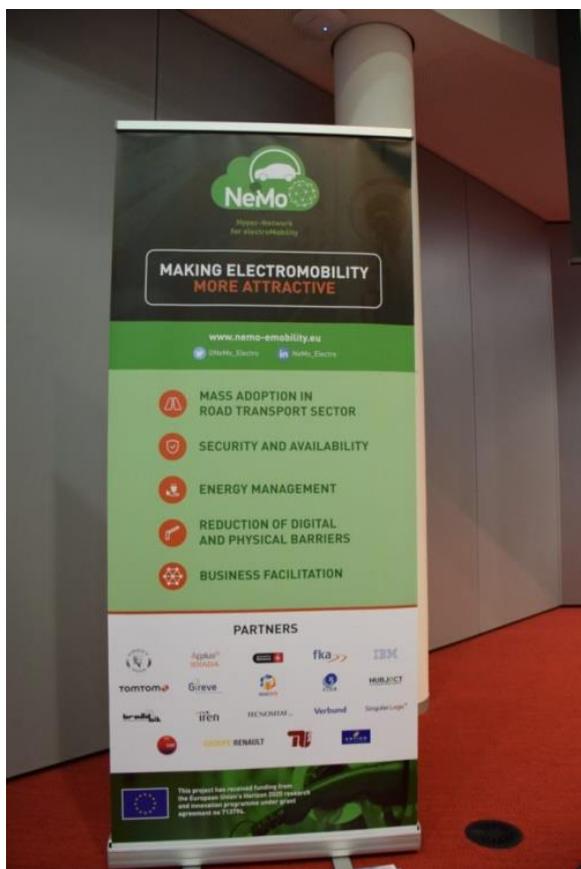


Figure 11: NeMo Roll-up banner



Figure 12: General NeMo poster for EEVC 2017 in Geneva (March 2017)

In addition, two detailed technical posters presented specific aspects of the project at the EUCAR Conference in Brussels, November 2017. These covered the demonstrations on ‘*IT Environment for Service Creation & Delivery in an Electro-mobility Business Network*’ (by IBM & TU Berlin) and on ‘*Pan-European Inter-roaming for Electro-mobility Business Network*’ (by Gireve, HUBJECT and Renault) (more information on this event is given in Section 3.7.2 of NeMo Deliverable D8.3). These two posters in A0 format (Figures 13 and 14) were designed without event-specific branding in order to allow re-use at other events, or additional printing runs.

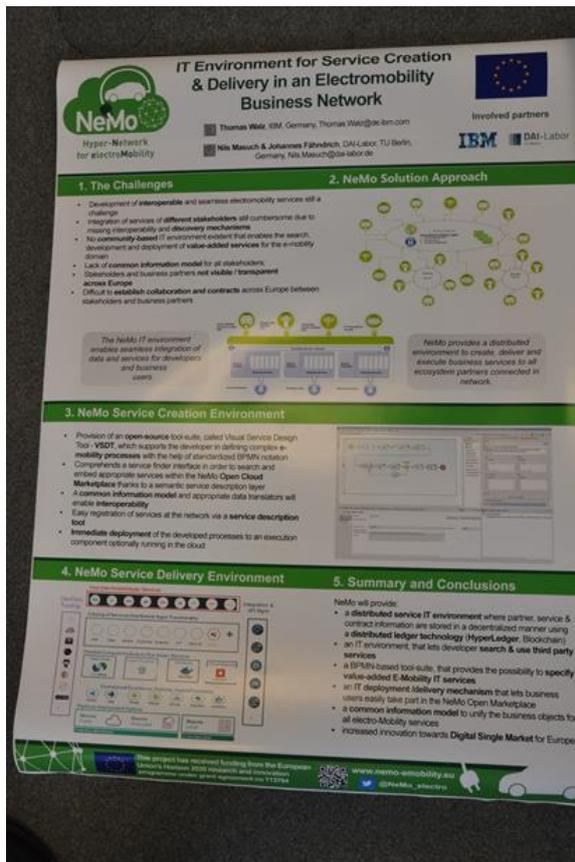


Figure 13: Technical posters on IT Environment for Service Creation and Delivery

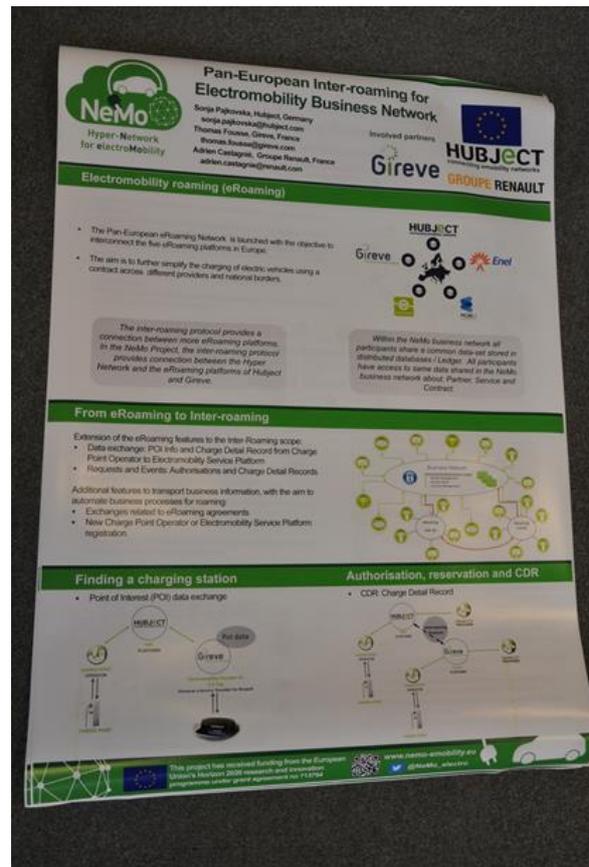


Figure 14: Technical poster on Pan-European Inter-Roaming

Further posters may be produced depending on the need for updates or, during the lifetime of the project where partners agree the need for posters dealing with specific results, demonstrations or other aspects of the project. In such cases the content is to be provided by the relevant partner (e.g. WP or task leader) while the DCM (ERTICO) will produce the poster.

3.2 Brochures

A flagship brochure was produced in early 2017 - see section 5.3 List of deliverables and milestones. The brochure presents the project concepts and is distributed at NeMo events and external conferences, meetings etc. The brochure was updated and reprinted in September 2017 and is available at the project website: <http://nemo-emobility.eu/nemo-flyer-now-available/>. The brochure will be further updated as necessary during the project. It may be decided by the consortium that brochure(s) or flyer(s) are translated into certain national languages to better impact local to national audiences or for a specific event in a certain country. For the demonstration events, a translation of key information into the language of the event locations may be provided if agreed by the partners involved. The relevant consortium partners will be responsible for any translations and local printing.



A total of 1000 copies have been printed so far, and around 300 have been distributed, in particular at the following events:

- EEVC – European Battery, Hybrid and Fuel cell Electric Vehicle Congress (March 2017, Geneva)
- 5th EU Electromobility Stakeholder Forum (March 2017, Brussels)
- DELFIN project event (e-mobility services research) (May 2017, Karlsruhe)
- ITS European Congress (June 2017, Strasbourg)
- IEEE-SOLI – International Conference on Service Operations and Logistics, and Informatics (September 2017, Bari)
- European “Researchers night” (September 2017, Athens)
- EVS30 – International Electric Vehicle Symposium and Exhibition (October 2017, Stuttgart)
- NeMo Stakeholder Forum Conference (October 2017, Stuttgart)
- EUCAR Conference (November 2017, Brussels)
- Smart City Expo (November 2017, Barcelona)
- 100 years School of ECE NTUA – National Technical University of Athens (November 2017, Athens)
- ITS Hellas Conference (February 2018, Athens).

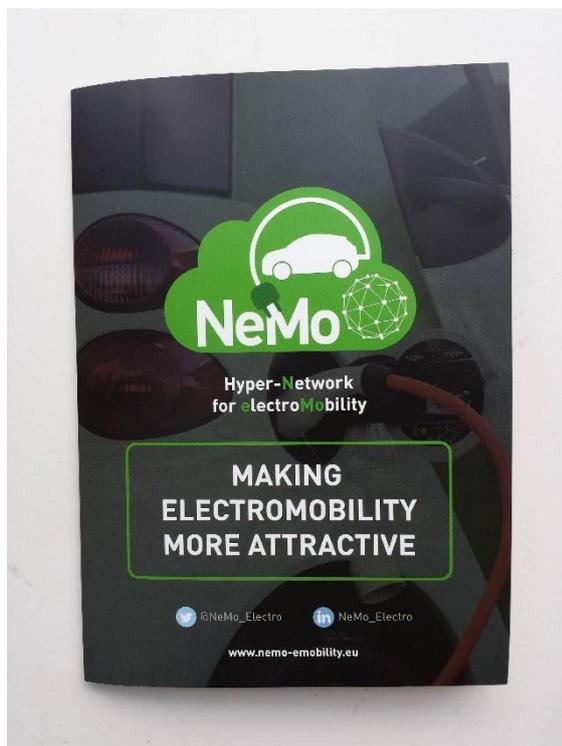


Figure 15: NeMo brochure (2017 updated version)



3.3 Press

Press releases will be published by the consortium at key moments during the lifetime of the project. Generally speaking, ERTICO will draft the press releases in English and present them, before publication, to the partners involved, if considered necessary. Partners will have five working days to comment as per the NeMo dissemination procedures.

If and when relevant, the same press releases may be translated and adapted to the local audiences, as well as distributed to the national media contacts.

The press releases will be distributed to the ERTICO press list (about 1200 contacts), as well as to all other international members of the consortium press list.

A first press release was issued on 4 October 2016 for the project launch.

A second press release was issued on 17 January 2017 to announce the launch of the project website.

A third press release was issued on 20 November 2017 to announce the completion of the first NeMo test drive through three countries; and was also issued in Italian on 27 November 2017 and in Spanish on 20 December 2017. All press releases can be found on the project website in a dedicated subsection under 'News'.

The partners are aware about ten press articles on the project, in ITS International (UK), Canale 189 (Italy), ICT Plus (Greece), Dikaiologitika (Greece), Economy 365 (Greece), Make me feed (Italy), Automotive NL (Netherlands), Michanikos Online (Greece), All about Shipping (UK) and Logistics Manager (UK).

3.4 Scientific journals

NeMo results will be published in peer-reviewed scientific journals and popular industrial magazines. Open access of NeMo publications will be secured to all interested users through the project and relevant open access repositories. A list of suggested scientific journals is given in Deliverable 8.3 (Communication Strategy and Plan, Annex 1).

The project plans to start this activity when actual results are available. Due to the time-consuming review processes, actual scientific publications are expected even after the end of the project.



4. Electronic media

4.1 Website

The NeMo project website address is www.nemo-emobility.eu (primary address) and www.nemo-emobility.net (redirecting towards the primary address).

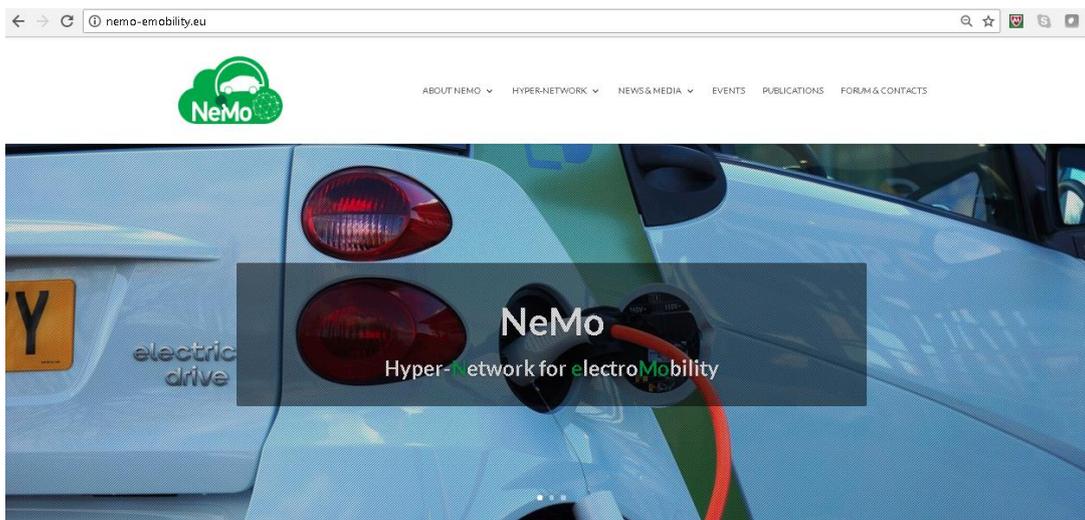
4.1.1 Structure and content

The NeMo website was created with the following high-level structure:

- **Homepage:**
 - Features a visual banner with rotating imagery illustrating NeMo Hyper-Network for eletroMobility, the Hyper-Network for eRoaming, the Hyper-Network for eCharging (see Figure 16).
 - Tagline “Making electromobility more attractive” with five sub categories: adoption, security & reliability, energy management, reducing barriers, and business facilitation.
 - Why NeMo? EV range and charging options; Energy and grid-related issues; Data exchange issues; Diver e-roaming platforms.
 - Full-width embedded video player displaying the project video presentation
 - Latest News and Latest Tweets
 - Bottom banner with social media icons, contact details of Project Coordinator and Dissemination Manager, EU flag and reference to the EU funding.
- **About NeMo:**
 - Aims & vision: describes the five high level objectives of the NeMo project
 - Approach: describes the nine work packages with main tasks (each WP description is expandable/collapsible on the same page – see Figure 17)
 - Partners: mentions all consortium partners, partners are categorised per industry sector they represent (Research Institutes and Universities, Automotive Industry, Roaming Platforms, Electro mobility service providers and technology and software developers, Distribution System, Public Authorities, Road Operators, European ITS Association)
 - Facts & figures: includes basic facts of the project (funding, duration, Project Coordinator, test sites)
 - Glossary: includes all acronyms used in the project. The glossary functions elsewhere on the site in such a way that whenever the cursor is moved over an acronym, the explanation provided in the glossary appears.
- **Hyper-Network:**
 - What is it?
 - Use cases:
 - Services/components
 - Test sites: includes a short description of the five test sites involved in the NeMo project (Austria, France, Germany, Italy and Spain); for each test site there is a short description of the location and of the main focus of tests using NeMo.
- **News & Media:**
 - News. 15 news items (see Figure 18). Two of these items during 2017 (Stakeholder Forum and Test Drives) include a link to photos hosted on the Flickr platform (129 photographs in total).
 - Videos (project video presentation and webinar recordings, hosted on the ERTICO YouTube channel)



- **Events:**
 - o Upcoming and recent NeMo events, events where NeMo has a presentation or demonstration, and other events if directly relevant to the topic of NeMo.
- **Publications:**
 - o Presentations given at the following events:
 - 2017 European ITS Congress, Strasbourg
 - 2017 IIEE International Conference on Service, Logistics and Informatics
 - 2017 NeMo Stakeholders' Forum Conference and Developer Session, Ehningen, Stuttgart
 - 2017 Smart City Expo World Congress, Barcelona
 - January 2018 Webinar on Service Creation in Electromobility Networks.
 - o Deliverables: This lists deliverables (completed and pending) by WP. Public deliverables will be uploaded to this section as pdf downloads after approval by the EC. Pending approval, a non-confidential Executive Summary is given for all completed deliverables. These can be viewed by expanding the box for the relevant WP (see Figure 19).
 - o Other publications: Posters, roll-up banner and project brochure.
- **Forum & contacts:**
 - o Join NeMo: Website visitors can join the NeMo forum and will be kept updated on all project news, results and events. Registered visitors will be part of the NeMo forum mailing list.
 - o General enquiries: contact the NeMo project via info@nemo-emobility.eu



MAKING ELECTROMOBILITY MORE ATTRACTIVE

ADOPTION

NeMo aims to make electro mobility more attractive and facilitate its mass adoption in the road transport sector.

REDUCING BARRIERS

NeMo will help to make backend data and services accessible to the right actors and bringing down digital and physical barriers.

Figure 16: NeMo website: Homepage



APPROACH

The NeMo project includes 9 work packages (WPs):

WP 1 - Actors' needs and requirements ⊖

WP Leader: ICCOR

Description: WP1 has created a list of relevant electromobility actors and studied their **needs and requirements**. It has selected the most relevant business scenarios and use cases, based on which the rest of the Work Packages will continue. It has derived the functional and non-functional requirements for the NeMo Hyper-Network, including business and data privacy and security issues as well as requirements relevant to interoperability and regulatory issues. It also monitors the technology and market developments regarding ICT services, CPOs, DSOs, EMPs, OEMs, roaming platforms and current business models, so as to guide and align the project's developments.

Subtasks (T):

- T1.1 Definition of actors and needs per actor
- T1.2 Technology and market monitoring
- T1.3 Scenarios and Use cases
- T1.4 Requirements
- T1.5 Interoperability and regulatory requirements

WP 2 - Specifications, Reference Architecture and Functional Design ⊕

WP 3 - NeMo Data Management ⊕

WP4 - NeMo Hyper-Network design and development ⊕

WP5 - Electro mobility actors' services ⊕

WP6 - Integration and Validation ⊕

WP7 - Deployment, business model, operational and organisational issues ⊕

Figure 17: NeMo website: About NeMo – Approach (showing expandable sections for each WP, with the WP1 text expanded)

NEWS



VIDEO – Meet NeMo, the Hypernetwork for Electromobility

Jan 19, 2018

The electrification of road transport can reduce greenhouse gas emissions and pollution, but remains constrained by a number of challenges: range, interoperability of charging...



Call for papers: ACM e-Energy Workshop on Electric Vehicle Systems, Data and Applications

Jan 11, 2018

The NeMo and ELECTRIFIC projects are teaming up to offer a Workshop on Electric Vehicle Systems, Data and Applications as part of the ACM e-Energy Conference that will take place on 12-15 June 2018 in Karlsruhe, Germany. Paper submissions are open until 13 April. The...



Stakeholder Forum Conference report and presentations available


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Watch it again: NeMo Webinar on Service Creation in Electromobility Networks

VIDEO - Meet NeMo, the Hypernetwork for Electromobility

Webinar on Service Creation in the NeMo Electromobility Network: Register Now

Call for papers: ACM e-Energy Workshop on Electric Vehicle Systems, Data and Applications

Primer proyecto europeo sobre electromovilidad en completar un test de conducción a través de diferentes países que permitirá identificar posibles problemas que puedan surgir en desplazamientos de larga distancia con vehículos eléctricos

Figure 18: NeMo website: News section

DELIVERABLES

Public NeMo deliverables will be available on this page once approved by the European Commission.

Work package 1: Actors' needs and requirements +

Work Package 2: Specifications, Reference Architecture and Functional Design -

Deliverables from WP2: Specifications, Reference Architecture and Functional Design		
Number	Title	Type and dissemination level
D2.1	Consolidated Version of Technical Specifications for NeMo development and integration	Confidential report - Approval expected end of May 2018
<p>Lead partner: BroadBit</p> <p>Executive summary:</p> <p>This document describes the operation of the NeMo Hyper-Network in details by specifying the dynamic behaviour of the predefined actors of the system based on the business scenarios and use cases elaborated in WP1 of the project. Furthermore, the document points out the first version of main data, which play very important roles in the Hyper-Network. The main data serve the core of the common information, which every participant of the system has to understand.</p> <p>The high-level dynamic descriptions of the business scenarios are depicted by message sequence charts. Based on these descriptions and drawings, the first version of interfaces are extracted and presented. The interface definitions contain the association of the exchanged main data to subsystems of actors. Such information allows the identification of similarities and patterns among the actors, and the identification of existing conventions, protocols and standards, which may cover fully or partially the required dynamic behaviour.</p> <p>In addition, the main data and their most important attributes are categorized from privacy point of view. The current data sensitivity classes take into account the context, in which the data have to be handled. Some specifications are defined for the NeMo Hyper-Network as well to ensure privacy related aspects in such complex system, which involves many kinds of actors.</p>		
D2.2	Functional Design and Reference Architecture of NeMo Hyper-Network	Confidential report - Approval expected end of May 2018
<p>Lead partner: IBM</p> <p>Executive summary:</p> <p>One of the main goals of NeMo project is the definition and demonstration of the European open EV Services Market. By its open architecture, standardized interfaces and business objects (e.g. identification of charging points and contracts), it will be ensured that all market participants can develop and commercialize their own EV</p>		

Figure 19: NeMo website: Publications – Deliverables section (showing expandable sections for each WP, each of which includes a short non-confidential Executive Summary for completed deliverables)

4.1.2 Updating

The website is updated on an ongoing basis. The DCM discusses with the Steering Committee in fortnightly telephone conferences as well as on a punctual basis with other WP and Task leaders in order to ensure a regular flow of information for news stories and other updates.

4.1.3 Monitoring of website use

The website visiting tracker software Google Analytics has been added to the website and will provide at regular reporting times detailed insights into the NeMo website traffic. Insights will be used to improve the design of the website, if and where relevant.

The number of unique visitors to the website in the month preceding the finalisation of this deliverable (February 2018) was 389. Over the previous 12-month period, an average of 285 unique visitors per month accessed the site. Figure 17 shows the evolution in visitors to the NeMo website over the past



year. There were peaks around September/October 2017 (Stakeholder Forum Conference and the first test drive) and in January 2018 (release of the NeMo teaser video and registration for the first webinar).

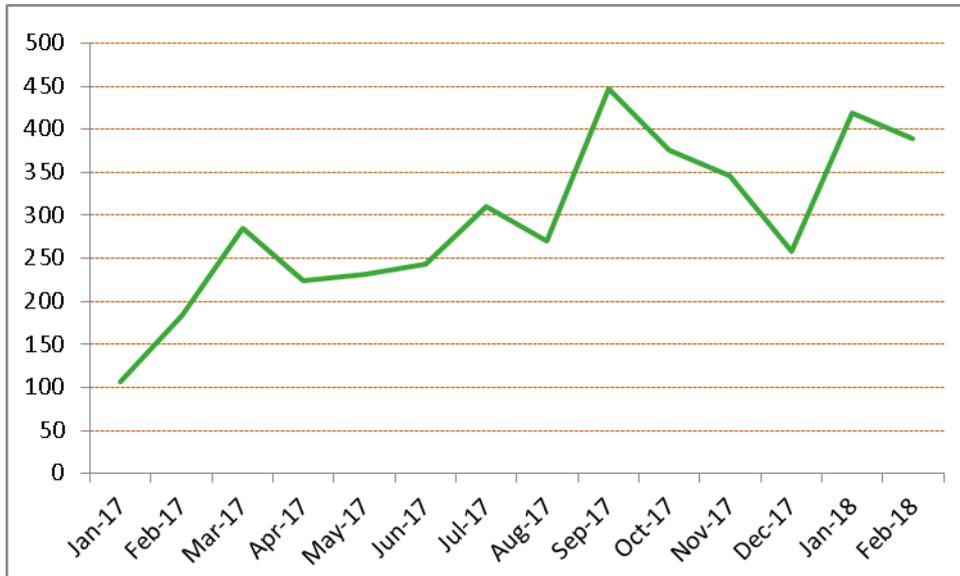


Figure 20: Number of unique visitors to NeMo website per month (January 2017 to February 2018)

Where their country of origin is known, visitors hail mostly from countries of the European Union. The relatively high count of visitors from the United States (ranking 5th) may be attributed in part to its default value when the country of origin of a visitor is not known.

Referral by Google remains the single largest source of traffic to the website, followed by direct link (as used in project communication material) and by social networks. Twitter and LinkedIn remain the most efficient social networks for project dissemination due to their popularity among professionals.

Visitors who click their way beyond the front page are most interested in the presentation of the project and of the consortium, news, and publications, with the average visit lasting 2 minutes and 25 seconds. Future actions on the website will include showcasing publications as more become available throughout the life of the project.

Country	Sessions
 Belgium	854
 Germany	793
 Greece	509
 Italy	475
 United States	381
 Spain	334
 United Kingdom	259
 Ukraine	198
 France	185
 Netherlands	163

Figure 21: Website visitor sessions per country

Source/Medium	Sessions	% New Sessions
google / organic	2,452	67.29%
(direct) / (none)	1,674	72.82%
t.co / referral	262	22.14%
nemo.diviprojects.wpengine.com / referral	219	0.00%
linkedin.com / referral	199	12.06%
erticonetwork.com / referral	183	33.33%
ertico.com / referral	84	60.71%
i-sense.iccs.gr / referral	56	21.43%
bing / organic	48	72.92%
nemo-emobility.net.seocheckupx.net / referral	44	100.00%

Figure 22: Number of website sessions and percentage of new sessions per source

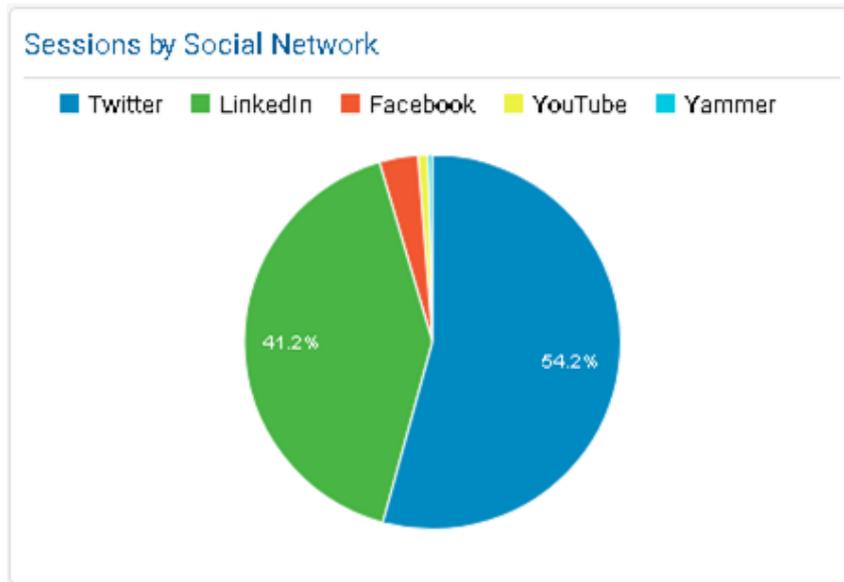


Figure 23: Breakdown of website sessions initiated by social media

Page Views and Unique Page Views by Page

Page	Page Views	Unique Page Views
/	3,979	3,238
/about/partners/	840	580
/news-and-media/news/	697	483
/publications/	631	415
/presentations/	618	334
/event-info/	608	473
/about/aims-vision/	586	478
/nemo-stakeholder-forum-conference/	535	385
/nemo-forum/	447	330
/hyper-network/what-is-it/	306	275

Figure 24: Website pages visited



4.2 Videos

A first general NeMo teaser video was produced in the form of a one-minute animation, aimed at a general audience and communicating the expected benefits of the project. It includes narration as well as subtitles and is therefore suitable for showing in exhibition areas of events (with or without sound), as well as in meetings/conferences and on-line. Subtitles in .srt format have also been made available to partners, allowing them to easily create localised subtitles in order to reach broader audiences that do not have English as a first language.

It was completed in January 2018 and is hosted on the ERTICO YouTube channel (www.youtube.com/watch?v=jAk4I7Hv6Io), and is also embedded in the front page of the project website. Other partners have also promoted it, for example it is embedded in the projects page of the City of Barcelona (<http://ajuntament.barcelona.cat/imi/es/proyectos/>). At the time of writing it had 243 views.

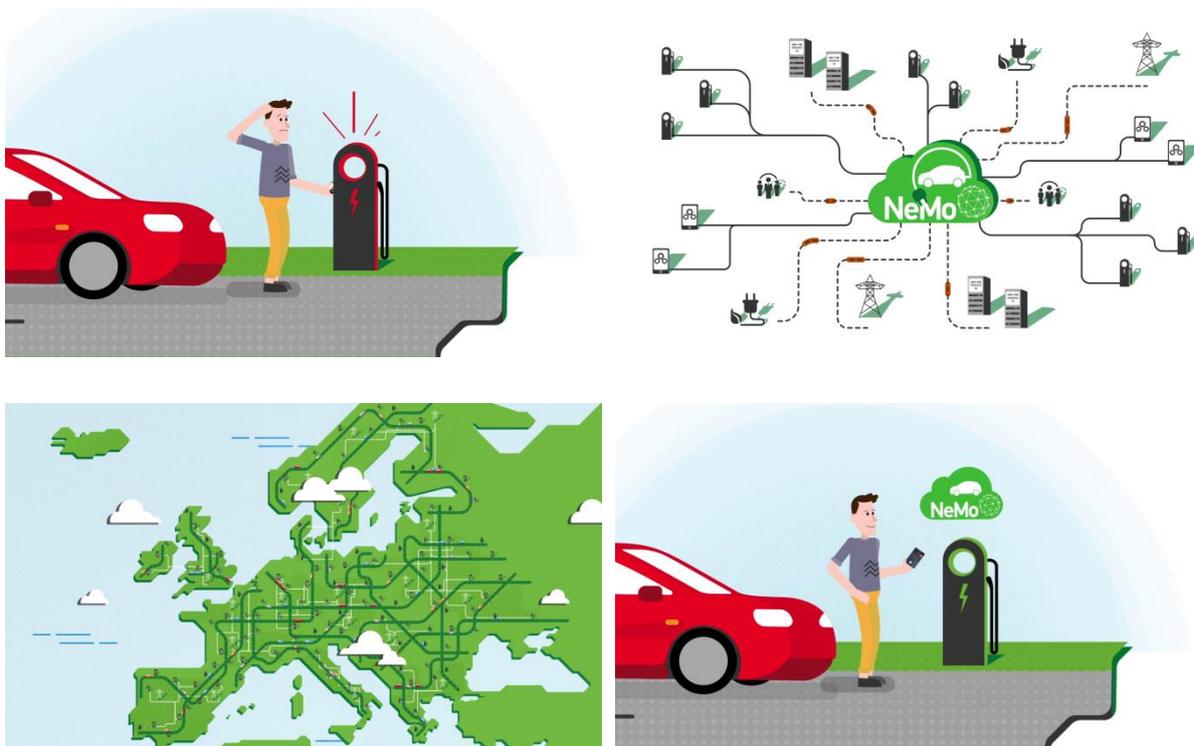


Figure 25: NeMo teaser video: Selection of screenshots

The next project video will comprise shots from demonstration and live events interspersed with interviews with project partners and relevant stakeholders. For optimal photography, outdoor filming is expected to take place in summer or early autumn 2018, with the precise location and dates depending on the maturity of test sites around that period, so that a technical and/or media event can be arranged where something visually interesting can be demonstrated.

Short videos 1-2 min for each of the tests site can be provided before the release of the final vide, to attract peoples interest on NeMo activities.

Videos will be available on YouTube (ERTICO ITS Europe channel: www.youtube.com/user/Intelligenttransport), embedded on the NeMo website, promoted on Twitter and LinkedIn, and shown at relevant events.



4.3 Mailing list and electronic newsletters

Stakeholders may join the NeMo Stakeholder Forum either by subscribing to the mailing list (via simple questionnaire here: / <http://nemo-emobility.eu/nemo-forum>), by joining the NeMo group on LinkedIn (see below) or both.

The NeMo Stakeholder Forum mailing list is a secure list held on the MailChimp platform and accessible only to ERTICO Communications department staff working on NeMo. It is opt-in only (members have to register themselves; ERTICO never registers someone else, even if they give prior permission). The list is not used for any purpose other than NeMo. Therefore, user data is protected and it is compliant with GDPR rules.

Currently this list comprises 32 members (all external to the NeMo consortium). The numbers in the LinkedIn group (below) are higher. Across several projects and activities, it has been noted that people are less inclined to join mailing lists than was the case some years ago, due to higher volumes of unwanted emails, and following social media channels is becoming more prevalent instead.

Electronic newsletters were planned to be produced during the course of the project to highlight NeMo status, progress and next steps. These did not take place up to now due to the lack of real content at this stage (development of the network and writing of deliverables is underway). Experience shows that regular newsletters which do not give real and useful content tend to be ignored or deleted. This might also cause losing peoples interest in receiving project news. So, NeMo newsletters will only be produced when there is something important to communicate. If one is produced shortly before an event, printed copies could also be made available for the event, if required.

The current stage in the project (early 2018, when some tasks are maturing and the work in WP7 now needs to attract members to NeMo's Open Deployment and Implementation Initiative) is such that a first newsletter will be desirable. This will be a short electronic newsletter that will be emailed to the mailing list and also posted on the website as a news item (with NeMo's social media being used to attract readers). Target date for the first e-newsletter is April 2018.

4.4 Social Media

4.4.1 LinkedIn

A project-specific LinkedIn Group called "NeMo_Electro" was created at the beginning of the project (www.linkedin.com/groups/12012387). All major project updates and announcements are shared with the members of this Group. The Group is closed, meaning that interested stakeholders must apply to join. The NeMo DCM approves the membership. This is checked almost daily and normally all applicants are rapidly approved, unless it appears to be a spam account with no contacts or other activity even remotely related to transport, energy, ICT or other NeMo themes.

The LinkedIn group has proved a good way to alert stakeholders to new content on the NeMo website (news, events, etc.) and hence increase traffic to the site and sustain interest in the project. It may also be used in case of surveys, liaison activities, etc.

There have been 35 posts in the group since its inception in October 2016, which is an average of just over two per month. 26 of these posts were directly related to NeMo (events, achievements, other project news) and nine were on other electro-mobility aspects (related projects or news relevant to the topic of NeMo).

The group currently comprises 112 members, of which 51 are NeMo partners (or people from NeMo partner organisations, so some are not directly involved in the project) and 61 are external.



The following is a breakdown of the 61 external members by broad sector of activity:

- Industry: 9 (including OEMs)
- Service providers: 32 (including operators, IT consultants, etc.)
- Research organisations: 9
- Academia 9 (including students):
- Public authorities: 2

Clearly there is a need to broaden the scope, especially attracting more followers from public authorities and industry.

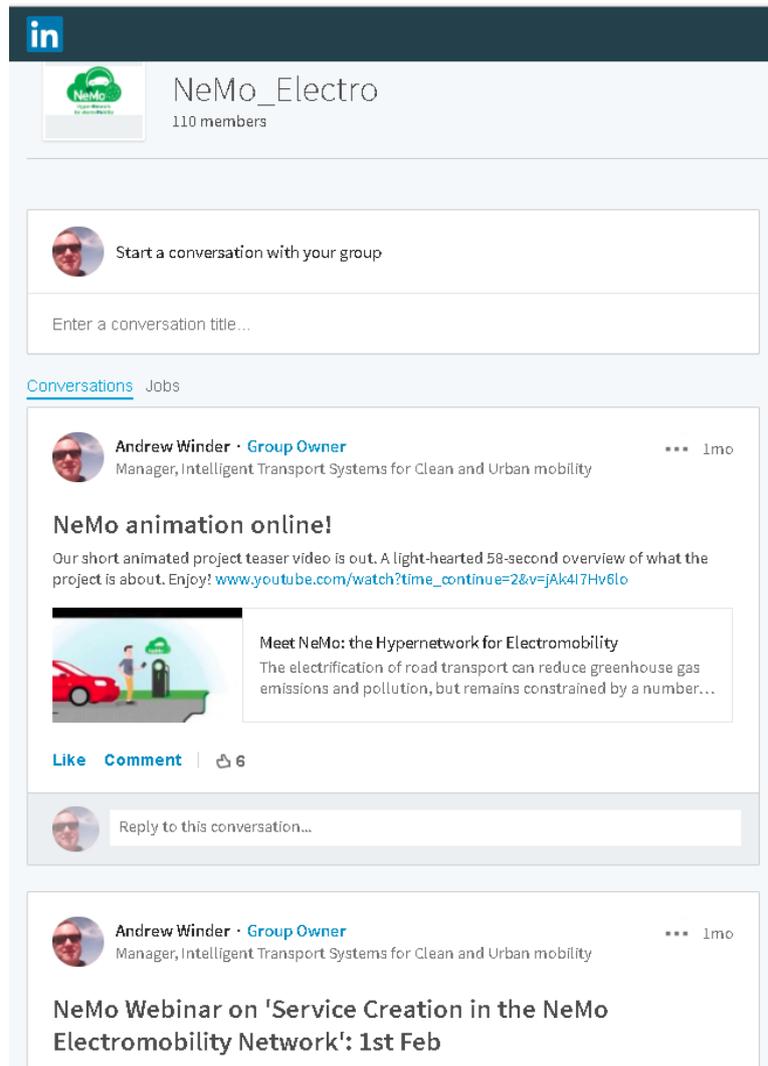


Figure 26: NeMo LinkedIn page

4.4.2 Twitter

The NeMo twitter account is called @NeMo_Electro. WP8 organises periodical social media campaigns around key project milestones. In 2017, regular Twitter updates were provided for example during the first cross-country test drive and during the first Stakeholder Forum Conference (both in October).

Twitter has also proved a good way of growing NeMo's visibility (in particular through retweets by users tagged by NeMo, for example projects partners or Twitter accounts/hashtags for events in which NeMo



has participated). Twitter is also used to share information about related projects and other news in the broader area of electro-mobility.

Current Twitter statistics, as at 1st March 2018, are:

- Number of users following the NeMo account: 155
- Number of accounts followed by NeMo: 153 (including all project partners and key electro-mobility actors)
- Total number of messages published: 221
- Total number of media (photos or videos) published: 44
- Total number of “likes”: 67.



Figure 27: NeMo Twitter page

4.5 Webinars

The DCM will organise a series of webinars at key project milestones. Webinars will pass the message to a wider audience and validate the project finding with a broad number of key stakeholders. They will include interactive polling to ensure stakeholder feedback to the project.

A first webinar was held on 1st February 2018, entitled “*NeMo Webinar on Service Creation in Electromobility Networks*”. It was one hour in length and included introductions from ERTICO and ICCS, followed by technical presentations by IBM and TU Berlin.



It was announced in early January 2018 on the project's communication channels and members of the NeMo Stakeholder Forum mailing list were contacted and invited to register. A publicity banner was created for use on social media, in email signatures, etc. (see Figure 28).



Webinar on Service Creation in the NeMo Electromobility Network

1st February 14:00 – 15:00 CET

Register now at
www.nemo-emobility.eu/event-info

Follow us on



Figure 28: Webinar publicity banner

A total of 33 persons (excluding the presenters) registered for the Webinar and all 33 of them participated. A recording of the technical part of the webinar and a link to the presentations is available on the NeMo website (<http://nemo-emobility.eu/watch-nemo-webinar-service-creation-electromobility-networks/>) and this link was also emailed to participants (anonymously in blind copy).

It is planned that a second NeMo webinar will be held in the second half of 2018. Themes and timing of this (and other future webinars) will depend on the availability of results and the need to engage in discussion or obtain feedback from stakeholders on certain aspects. Potential subjects include:

- NeMo Hyper-Network Business Scenarios for electro-mobility;
- Interoperability and Pan-European Inter-Roaming for Electro-mobility Business Networks.



5. Timing of communication tools

5.1 List of official WP8 milestones

MS14 Website ready

A first (basic) project web page was provided at the beginning of the project (early October 2016) and the full project website is online from January 2017. Status: Done (<http://nemo-emobility.eu>); maintenance ongoing.

MS15 Stakeholder Forum created

Persons have been contacted and agreed to be part of the Forum. Status: Done; maintenance ongoing.

MS16 Organisation of the first NeMo Stakeholder Forum Conference

Internal report with the proceedings of the first NeMo Stakeholder Forum Conference. Status: Done (<http://nemo-emobility.eu/stakeholder-forum-conference-report-presentations-available>).

M17 Organisation of the second NeMo Stakeholder Forum Conference

Internal report with the proceedings of the second NeMo Stakeholder Forum Conference. Status: Planned for autumn 2018.

For more information:

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Hyper-**N**etwork for **e**lectro**M**obility

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