



Hyper-**N**etwork for **electro-mobility**

## NeMo D8.5. Communication Strategy and Plan – second update

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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 <a href="http://redmine.iccs.gr/projects/nemo">http://redmine.iccs.gr/projects/nemo</a> (it is only accessible by NeMo partners).



## List of abbreviations and acronyms

Abbreviation	Meaning
AIOTI	Alliance for Internet of Things Innovation
ASSURED	“fASt and Smart charging solutions for full size URban hEavy Duty applications” (H2020 project)
API	Application Programming Interface
BAEM	Business Alliance for Electro-Mobility (A proposed governance structure for the Hyper Network after the end of the NeMo project, that will be a legal entity composed of members)
BMS	Battery Management System
CP	Charge Point
CPO	Charge Point Operator
DCM	Dissemination & Communication Manager (ERTICO)
DoA	Description of Activity (NeMo contract with the European Commission)
DSO	Distribution System Operator
EGVI	European Green Vehicle Initiative
ELECTRIFIC	“Enabling seamless electromobility through smart vehicle-grid integration” (H2020 project)
eMI <sup>3</sup>	eMobility ICT Interoperability Innovation group
EMP	Electro-mobility (service) Provider
EUCAR	European Council for Automotive Research & Development
EURELECTRIC	Union of the Electricity Industry
EVERLASTING	“Electric Vehicle Enhanced Range, Lifetime And Safety Through INGenious battery management” (H2020 project)
EV	Electric Vehicle



Abbreviation	Meaning
FP7	EU 7th Framework Programme for research and technological development (2007-2013)
H2020	EU Horizon 2020 research and innovation framework programme (2014-2020)
HyER	European Association for Hydrogen and fuel cells and Electro-mobility in European Regions
ICE	Internal Combustion Engine
ICT	Information and Communication Technologies
IEEE	Institute of Electrical and Electronics Engineers
ITS	Intelligent Transport Systems
KPI	Key Performance Indicator
OEM	Original Equipment Manufacturer (automotive industry)
PaaS	Platform as a Service
RES	Renewable Energy Sources
SC	Steering Committee
SME	Small and Medium-sized Enterprises
TCO	Total Cost of Ownership
UITP	International Association of Public Transport
WP	Work Package



## Executive Summary

The NeMo Communication Strategy and Plan describes the project's overall communication strategy, identifies the target audiences to the project, provides key messages at project and target group-specific levels, and presents the internal and external communication channels and tactics that will be used throughout the project.

This document explains the dissemination strategy of the project, presenting the contribution and cooperation expected from the partners. It provides a strategy for the Stakeholder Forum and the liaison activities. The NeMo dissemination strategy also presents an overview of events in which the NeMo project will be represented. The project has identified a clear set of KPIs against which the performance of the communication and dissemination strategy will be evaluated.

This deliverable is the follow-up to D8.1 and D8.3 NeMo Communication Strategy and Plan (January 2017 and January 2018 respectively) and it constitutes the second (final) update, superseding the two previous deliverables. This deliverable includes the results of the communication and dissemination efforts to date as well as an evaluation of the tools and outputs that have already been developed. It also provides an updated and more specific planning of the consortium's dissemination efforts for 2019, the final year of NeMo. This deliverable will regularly be reviewed in order to ensure that the strategy and plan reach the main communication and dissemination objectives.

The Communication Strategy and Plan is complementary to the deliverable "NeMo Communication Tools", which presents the project brand, style, templates, news media, website and social media. This deliverable was D8.2 (January 2017), superseded by D8.4 (March 2018), and will be further superseded by a new version (D8.7) at the end of the project in September 2019.

The present deliverable covers the key audiences for dissemination, which are public authorities and policy makers, research institutes and universities, EV manufacturers and other industries, electro-mobility service providers (EMPs), technology and software developers, distribution system and charge point operators (DSOs and CPOs), end users (drivers/owners, fleet operators and logistic companies), and standardisation bodies.

The key messages are the creation of a Hyper-Network of new and existing tools, models and services, which will provide seamless interoperability of electro-mobility services among all relevant actors throughout Europe, and which will help make electro-mobility more attractive and facilitate mass adoption. Making backend data and services accessible to the right actors and bringing down barriers across the entire energy management cycle of electro-mobility is a key aim, in order to facilitate increased service availability, better planning and more secure electric grid operation.

NeMo liaises with stakeholders via the Stakeholder Forum, ensuring that NeMo reaches out to the right actors and produces useful outputs. This takes the form of a mailing list, social media accounts, webinars and physical meetings (two Stakeholder Forum Conferences and the Final Event). The project also develops liaison activities in the area of policy, EU-funded projects, organisations, platforms, and standardisation bodies. Specific attention is given to established groups, such as the eMI<sup>3</sup> group (electro-mobility ICT Interoperability Innovation), EGVI (European Green Vehicles Initiative), standardisation groups relevant to electro-mobility, etc. Information is also shared with related H2020 projects.



This deliverable includes a list of activities in which the NeMo consortium took part and also reports on the efficiency and impact of the different communication channels using pre-defined indicator (KPI) targets.

Communication tools (described in Deliverables D8.2/D8.4) ensure a coherent, wide and timely communication of the NeMo concept, objectives and solutions to multiple audiences and the public. These include the project website ([www.nemo-embility.eu](http://www.nemo-embility.eu)), Twitter and LinkedIn accounts, websites and social media of project partners, posters, brochures, videos and webinars.



# 1. Introduction

## 1.1 Purpose of this plan

The vision of NeMo is to facilitate seamless and interoperable electro-mobility services through the creation of a Hyper-Network, creating an open, distributed and widely accepted ecosystem for electro-mobility. NeMo aims to bring the successful interoperability paradigm of seamless roaming into the domain of electro-mobility services, paving the way for a pan-European inter-roaming network.

The NeMo Communication Strategy and Plan includes the project's overall communication strategy, identifies the target audiences to the project, and presents the internal and external communication channels and tactics to be used throughout the project. It includes the key messages per target group depending on their specific needs and in accordance with the NeMo development phase.

This document explains the dissemination strategy of the project, presenting the contribution expected from the partners. It also identifies the organisations or initiatives, which should be targeted for liaison activities, and which consortium partner is responsible for which activity.

The Communication Strategy and Plan is updated yearly in December in order to take advantage of newer opportunities and evaluate the effectiveness of the already performed activities through a set of performance indicators, providing an easy reference tool for the consortium.

To ensure a quality label, the document has been developed according to PRINCE2® – Communication Management Strategy.

## 1.2 Dissemination and communication strategy: General overview

The Communication Strategy and Plan is a reference document that has to be used by all the members of the consortium as a guide for their communication in relation to the project, both internally within their companies and externally with organisations and stakeholders linked with and/or interested in the project, including Associate Partners (Hyper-Network Partners).

The members of the consortium meet regularly throughout the duration of the project, including a General Assembly at least twice a year, as well as meetings and workshops on specific issues (some of which are held as conference calls). In particular, there is a two-weekly NeMo Steering Committee conference call in which dissemination and communication matters are discussed.

Close cooperation between WP8 (the Communication and Dissemination Work Package) and the other WPs is essential for the creation of high quality documents, news, articles and videos. In general, ERTICO (WP8 leader) initiates official project-wide communication activities and then sends requests to partners to ensure their contribution. Other partners may also initiate activities according to the agreed dissemination procedures (described in the Redmine internal project management platform [https://redmine.iccs.gr/projects/nemo/wiki/Dissemination\\_procedures](https://redmine.iccs.gr/projects/nemo/wiki/Dissemination_procedures)). Where relevant (for instance the NeMo Stakeholder Forum conferences and Final Event), a more detailed communication work plan is developed in order to ensure effective and efficient cooperation within the consortium to guarantee high quality output.

Some typical communication campaigns and activities include the cross-country test drives, webinars and the planned Final Event, as well as the participation of NeMo in European and international events, media campaigns, conferences, and at events organised by related projects.



## 2. Audiences and approach

### 2.1 Target audiences

The target audiences have been discussed and selected with the consortium and include the main types of interlocutors to which NeMo partners should:

- distribute news;
- communicate project results and benefits;
- collaborate with on joint activities (liaison to ensure synergy and knowledge-sharing between projects and between stakeholders); and,
- where relevant, solicit interest in joining NeMo as an Associate Partner and/or provider or user of Hyper-Network services.

The main target audiences are described in the sub-sections below.

#### 2.1.1 Public authorities and policy makers

These include national and regional governments, control authorities, road authorities, road operators and local authorities (including city and metropolitan councils). Their role may be policy making, traffic management and control and/or funding, deploying and (in some cases) operating e-mobility facilities such as charge points.

At policy level, e-mobility in the road sector is supported by the European “Clean Power” directive (2014/94/EU) on the “deployment of alternative fuels infrastructure”, including Electric Vehicle & infrastructure. NeMo is expected to contribute to the improvements in air quality as a result of transport moving towards electric propulsion as the EV adoption rate increases. Especially in urban areas, this will in turn lead to a better quality of life and a reduction in pollution-related health problems. Electricity as a transport vector is an effective way of solving the transport emissions challenge.

The project will promote the outcomes of the NeMo project to public authorities, including how NeMo can contribute to important environmental and social goals. There will also be relevant output for public authorities in terms of the development of the NeMo business models. Several events, such as ITS Congresses and Stakeholder Forums, have included public authorities, while in particular NeMo was presented to public authorities at the POLIS annual conferences of 2017 and 2018.

#### 2.1.2 Research institutes and universities

Research institutes and universities need to integrate the NeMo results in their teachings and generate new research that increases the efficiency, attractiveness and safety of EVs by the Hyper-Network. Looking for ways to provide specific services, the NeMo Hyper-Network is providing knowledge that will help them develop these new services.

The communication focuses on the integration of the NeMo results and operations in teaching activities such as subjects for Master theses or part of a Ph.D. thesis. NeMo wants to transfer experience gained and lessons learned in the new generation of scientists and technicians but it also wants to give rise to even more innovative approaches and ideas in the area of electro-mobility in the future. Therefore, the NeMo project targets graduate and undergraduate students, as well as young scientists and PhD candidates.



Exploitation of NeMo technologies and results in the academic sector by partners ICCS (which is linked to the National Technical University of Athens), the Polytechnic University of Bari (one of the partners of ICOOR) and TU Berlin, are described in section 3.2.2.

### **2.1.3 Industry**

#### **EV manufacturers (OEMs)**

EV OEMs (electric vehicle manufacturers) are looking for smarter and more advanced Battery Management Systems (BMS), leading to longer battery life time and increased range. They also aim to deliver better services to EV users. They are interested in promoting the load management concept towards CPOs and DSOs in order to share grid investment savings among all partners of the value chain and make EVs more attractive in terms of total cost of ownership (TCO) compared to ICE vehicles.

NeMo will provide specific services developed by OEMs, which could lead to potential sources of revenue. Such services may include facilities to end-users (EV owners/drivers, e.g. guidance to available CPs and reducing the incidence of queuing to charge EVs) but also B2B resources, such as solutions to other OEMs or services based on data gathered from the EV usage.

Communication focuses on how NeMo will enhance the management of the EV energy cycle, increasing the battery life and the EV range. Together with a considerable better EV user experience, NeMo will foster the growth of the EV market for OEMs.

#### **Electro-mobility service providers (EMPs)**

NeMo communication towards EMPs focuses on the following message: the electro-mobility Open Cloud Marketplace and NeMo can be exploited by EMPs and SMEs for a rapid and cost-effective development of new services and products and for integrating them into their existing services, so that they become interoperable within the framework of NeMo.

#### **Technology and software developers, including SMEs**

This audience group includes IT service developers, IT cloud platform providers, e-roaming platform providers and map service providers.

The NeMo Hyper-Network with cloud-based open APIs, is an open network that allows third-party developers to create innovative ICT business services (focused on coordinated EV recharging). This Platform-as-a-Service (PaaS) cloud offers new opportunities for ICT developers to tap into this electro-mobility market, offering customised services to the benefit of the energy actors and EV users.

NeMo's standardisation work (global standardised Common Information Model) and the creation of a single charging station database will empower service providers and industries (including SMEs and start-ups), in order to develop new services and new ICT tools with more functionalities.

Since ICT services will function in an open cloud environment, they can be made available to a wider public at a much lower cost, which is particularly important for SMEs. This will lead to significantly reduced costs for service creation, deployment and marketing.

The holistic approach of NeMo concerning the complete energy lifecycle in electro-mobility will allow ICT and systems innovations in smart charging to flourish which will have huge cost savings in infrastructure investments.



### 2.1.4 Distribution system and charge point operators (DSOs and CPOs)

The NeMo project integrates the energy actors in the electro-mobility ecosystem. This will enable grid operators, DSOs and CPOs to work closely together in optimising grid load and charging pricing in a win-win situation for all parties, EV users included.

NeMo provides access to a market of innovative value-added mobility services (e.g. grid-based pricing offers and information, real-time adaptable tariffs, etc.) and therefore makes EVs more attractive for DSOs.

Thanks to NeMo, harmonised global data will be offered to DSOs from all EVs recharging from different CPOs through interoperable CPO services. This will enable the DSO to optimise smart-grid load management and the recharging of many EVs in a coherent and cost-effective way for both the EVs users and the energy suppliers.

NeMo will provide energy actors with electro-mobility related consumption in real time. This will improve the forecasting abilities of the grid operators, grid stability and will enable more efficient planning of EV charging per CP or per aggregated infrastructure. This will facilitate the larger penetration of Renewable Energy Sources (RES), boosting the European RES industry growth.

NeMo communication will focus on how the NeMo concept integrates the energy players into the electro-mobility ecosystem. NeMo will provide them with the tools to optimise energy sector cooperation and make EVs more attractive for energy players and for consumers.

### 2.1.5 End users

This category includes drivers as well as owners of electric vehicles (EV), fleet operators and logistics companies.

End users are hindered in their adoption of EVs because of the limited range of the vehicles and the lack of interoperability. Those that have already adopted EVs use them mainly for short-distance trips in localised areas where they have access to private or public charging facilities. User adoption of EVs for longer distance use is hindered by the lack of common standards and roaming, as well as recharging time.

The focus of communication in NeMo will be on increasing the confidence of end users with regard to EVs. Thanks to NeMo, the EV user will be able to charge **“everywhere”** and **“anytime” in a seamless way**. He/she will be able to recharge at any charging station, across Europe, with only a single means of identification or identity (with regard to EV charging) and will have a single contract with a single service provider. The EV user will not need to worry about charging restrictions. Moreover, NeMo will reduce charging times and potentially also contribute to reducing prices.

In particular, the cross-country drive will be an opportunity to communicate to end users that it is practically feasible to use EVs for longer-distance trips, including across national borders in Europe.

### 2.1.6 Standardisation bodies

Standardisation and regulation are key drivers for the future global EV market update. The project will highlight the needs for missing standards or necessary regulation requirements. It will enrich the reference market framework (actors, roles and interfaces), so that it will be widely accepted, it will be able to evolve in time, and it could be adopted as a reference in terms of policy efforts at EC level.



NeMo creates interfaces that homogenise the data streams and information from various custom proprietary ICT solutions of electro-mobility actors into a global standardised Common Information Model which will enable information exchange among currently isolated actors and service providers.

NeMo will create one charging-station database and will offer and develop a standardised way to integrate all IT systems of connected partners in the Hyper-Network. This new proposed ICT standard will provide real-time information to the end-user about availability and characteristics of CPs.

Electro-mobility is a relatively new concept and standardisation bodies are cautious to avoid stifling competition and allow versatile solutions to be tested in real conditions. NeMo, due to its design, will act as an updatable meta-standard umbrella which is something that will ease the pressure for final electro-mobility standards and which will allow the integration of non-standardised technologies and services.

### **2.1.7 International dimension**

The NeMo project has a global exploitation potential. The electro-mobility sector faces similar issues worldwide, and this is a solid argument for NeMo's commercialisation possibilities. The target of NeMo's marketing focus is mainly and firstly the European market. It is expected that the development of the Pan-European eRoaming Framework will greatly assist in promoting NeMo services to European markets. Furthermore, it can be supposed that NeMo successes will be disseminated in other regions of the world, for example in North America, China, Japan and South Korea.

NeMo communication will focus on the innovative, integrated approach of the NeMo concept. The NeMo Hyper-Network and the cloud-based platform with open APIs, integrate all actors in the electro-mobility lifecycle. This integrated approach, together with the standardised common user interface, makes the NeMo concept replicable on a global level.

## **2.2 Key messages**

The following are key project messages at both project level and specific level per target group.

### **2.2.1 Messages at project level**

- NeMo has created a Hyper-Network of new and existing tools, models and services which will provide seamless interoperability of electro-mobility services among all relevant actors throughout Europe;
- NeMo will make electro-mobility (deployment and use of electric vehicles on the road) more attractive and will facilitate mass adoption;
- NeMo will act across the entire energy management cycle of electro-mobility, including battery and smart grid recharging management, to make backend data and services accessible to the right actors and bringing down digital and physical barriers;
- NeMo will facilitate increased service availability, a better planning and a more secure electric grid operation.

### **2.2.2 Messages at target group specific level**

#### **Public authorities and policy makers:**

- NeMo's outcome will actively support the European "Clean Power" directive on the "deployment of alternative fuels infrastructure", including Electric Vehicle and infrastructure;
- NeMo presents a step change in order to: reduce the dependence of road transport on fossil fuels, improve air quality in urban areas and reduce greenhouse gas emissions. It will contribute to better air quality, especially in urban areas, thus enhancing the health and quality of life of citizens;



- NeMo will speed up the shift from ICE to EV use, contributing to the deployment of alternative fuels infrastructure (Directive 2014/94/EU) and the decarbonisation of transport and reducing emissions (EC Regulation 443/2009, EC Regulations 510/2011).

#### **Research institutes and universities:**

- NeMo will generate innovative approaches and ideas in the area of electro-mobility with a new generation of scientists and technicians. Furthermore, NeMo learnings will be integrated into research institutes' and universities' curricula;
- Transfer of learning will be ensured through NeMo training sessions where project technologies will be demonstrated and principles behind their operation will be taught in practice.

#### **Industries and SMEs:**

- NeMo will enhance the management of the EV energy cycle, increasing the battery life and the EV range. Together with a considerable better EV user experience, NeMo will foster the growth of the EV market for EV OEMs;
- The NeMo Open Cloud Marketplace offers to EMPs and SMEs the tools for a rapid and cost-effective development of new services and products and for integrating them into their existing services so that they become interoperable within the framework of NeMo;
- The NeMo Hyper-Network with cloud-based open APIs, is an open network that will allow third-party developers to create innovative ICT business. This Platform-as-a-Service cloud offers new opportunities for ICT developers to access the electro-mobility market, offering customised B2B and B2C services.
- Since ICT services will function in an open cloud environment, they can be made available to a wider public, with a fraction of the cost, which is particularly important for SMEs. This will lead to significantly reduced cost for service creation, deployment and marketing;
- NeMo does not aim to compete with existing or emerging solutions from industry and service providers, but aims to complement and link these solutions.

#### **Distribution system and charge point operators (DSOs and CPOs):**

- The innovative NeMo concept integrates the energy players into the electro-mobility ecosystem. NeMo will provide the energy players with the tools to optimise energy sector cooperation and the management and service offering, making EVs more attractive for energy players as well as for consumers.

#### **End Users:**

- Charge EVs “anywhere and anytime” seamlessly: end users will be able to recharge at any charging infrastructure, across Europe, via a sole identification, authorisation and payment method;
- NeMo will lift charging restrictions, reduce charging times, increase EV range, and may potentially lower charging prices for EV users.

#### **Standardisation bodies:**

- NeMo will share the results of creating custom interfaces for isolated infrastructures and actors, it will highlight the gaps in the communication chain from energy producers to EV end users, and forward them along with NeMo's solutions, as proposals in view of future updates.

#### **International dimension:**



- The NeMo concept provides an innovative, integrated approach. The NeMo Hyper-Network integrates all actors in the electro-mobility lifecycle. This replicable concept on a global scale provides an opportunity for global electro-mobility take up.

## 2.3 NeMo Stakeholder Forum

Close to the beginning of the project, WP8 created the NeMo **Stakeholder Forum** in order to ensure that NeMo reaches out to the right actors and produces outputs that are useful to all the stakeholders. This includes representatives of electric vehicle manufacturers (OEMs), fleet operators, charge point operators (CPOs), road infrastructure operators, public authorities, electrical distribution system operators (DSOs), service providers and other bodies involved in (or interested in) electro-mobility. NeMo's stakeholder forum also involves academics, researchers, students and the media.

Different ways were established for interested participants to join the Stakeholder Forum, giving a choice of information media (email and social media) and level of engagement:

- Any interested person can simply follow news of project developments, outputs and events, without engaging further with the project. They can join the NeMo mailing list (via a simple form available at <http://nemo-emobility.eu/nemo-forum>), join the NeMo group on the LinkedIn network (search for NeMo\_Electro or go to [www.linkedin.com/groups/12012387](http://www.linkedin.com/groups/12012387)), and/or follow the project on Twitter (@NeMo\_Electro);
- Via a closer cooperation through which an interested member will be asked to provide comments and feedback on our approach and outputs, in order to ensure it is applicable and relevant across different sectors and in different European countries.

People who are willing to cooperate more closely with NeMo (either as individuals or representing an organisation, project or other activity), may join the Stakeholder Forum using any of the above media, although the mailing list is preferable as it allows stakeholders to declare their organisation, position, sector of activity (public authority, research, OEM, service provider, etc.) and their main area of interest regarding electro-mobility. Interested persons who approach NeMo consortium members to express interest (either physically, e.g. at events, or by email, etc.) are encouraged to sign up to the mailing list (NeMo will not sign them up for data privacy reasons).

The organisations represented on this list and any particular interests or requests (but not personal details) are circulated regularly to the NeMo Steering Committee, which will identify any deliverables or other outputs that would benefit from specific feedback from any of them. If so, a request could be made, initially by a NeMo partner who is already known to the external stakeholder (if there is one), or from the Project Coordinator or DCM. Any review of a confidential deliverable would, however, require prior internal agreement from the SC and the signing of a Non-Disclosure Agreement.

Although all Stakeholder Forum members will be notified and invited to NeMo events, key members expressing an interest in deeper cooperation, as well as people who have already cooperated with NeMo, will also be contacted by personal email for occurrences where their participation is considered highly beneficial.

NeMo is open to collaboration opportunities, so in cases where an external stakeholder has an interest in directly participating in various aspects of the project (beyond reviewing output or participating in events), discussions can take place on a case-by-case basis. The deepest potential involvement would be joining NeMo as an Associated Partner (self-funded), if substantial valuable input in more than one Work Package can be identified for that potential partner. This can also be a step for prospective users of the Hyper-Network. Such a step is subject to full agreement of the partners, including signature of a



Memorandum of Understanding and a Non-Disclosure Agreement, as outlined in the confidential deliverable D7.3: Open Deployment and Implementation Strategy.

The NeMo Stakeholder Forum currently consists of:

- 79 external (non-partner) members of the NeMo LinkedIn group;
- 34 members of the Stakeholder Forum mailing list (all of them external organisations).

Overall there are 108 external members (after removing double-counting of people who are both in the LinkedIn group and on the mailing list), which compares with 84 one year ago. There are an additional 53 NeMo project partners in the LinkedIn group.

These represent all of the above stakeholder sectors, but with a predominance of service providers, consultants, industry and research, as shown in Figure 1. As the main purpose of the Stakeholder Forum is to engage other audiences like companies, associations, authorities and other actors outside the NeMo project consortium to exchange information, experiences, feedback and best practice, more effort will be given during the final year to achieve closer cooperation with selected members as well as to increase participation and interest. In particular, the project is already targeting more vehicle manufacturers, including via meetings held with partners of ACEA (the European Automobile Manufacturers Association), following which two additional OEMs have agreed to become associate partners.

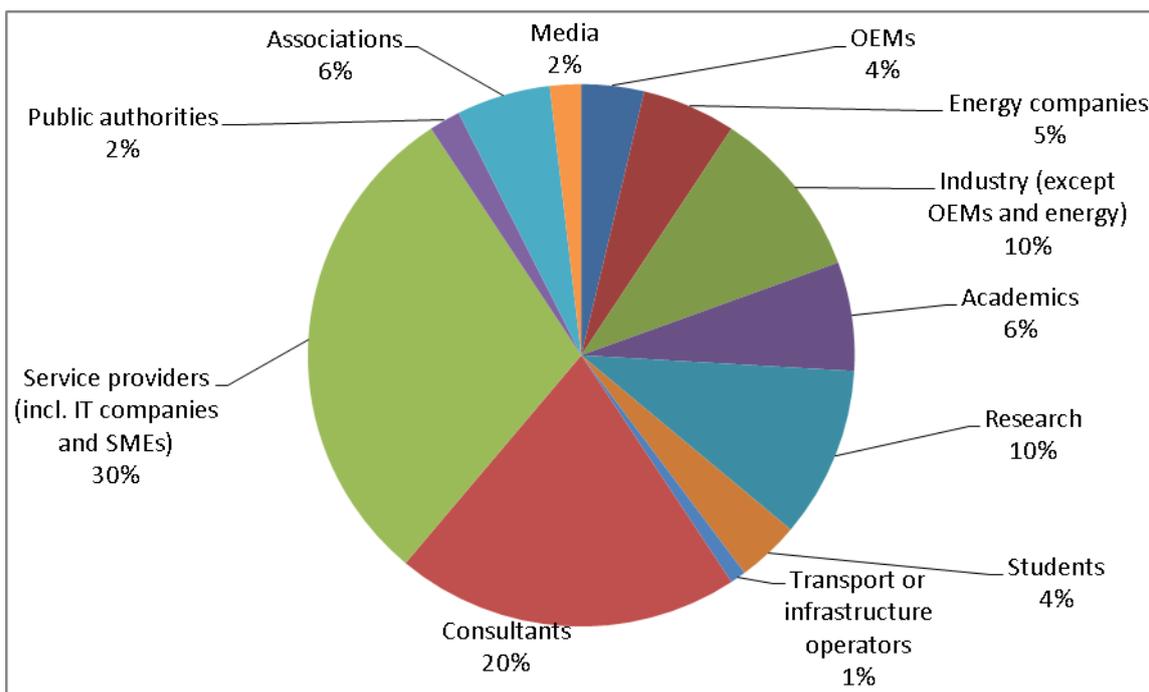
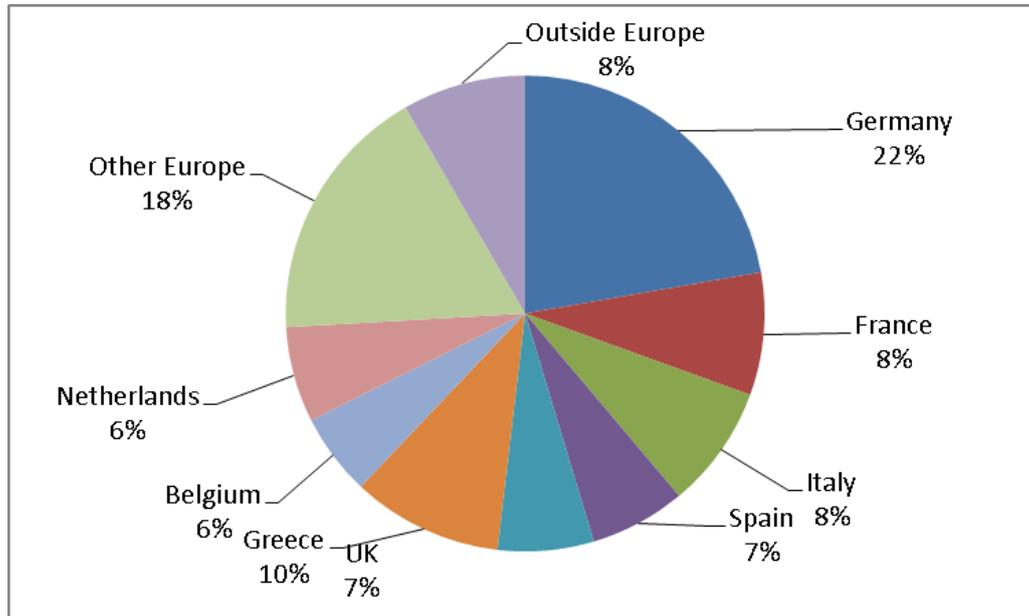


Figure 1: NeMo Stakeholder Forum by sector

In terms of geographical spread, the 108 external Stakeholder Forum members come from 28 countries, as shown in Figure 2 (this compares to 16 countries represented one year ago). The “Other Europe” category in this figure includes between one and three persons from Austria, Bulgaria, Switzerland, Czech Republic, Denmark, Croatia, Ireland, Lithuania, Luxembourg, Poland, Portugal,



Slovenia, Slovakia and Turkey. The “Outside Europe” category includes members from Brazil, India, South Korea, Mexico, Singapore and the USA.



**Figure 2: NeMo Stakeholder Forum by country**

One of the main activities related to the Stakeholder Forum is the organisation of the annual Stakeholder Forum Conferences (see section 3.7.1) in which NeMo Forum members are invited to network with project partners, discuss NeMo developments and provide appropriate feedback on the proposed NeMo solutions, as well as the NeMo Final Event.

The members of the Stakeholder Forum have been invited to all events organised by NeMo during the project lifetime and they are regularly informed about project news regardless of their level of involvement in the project activities.



## 3. Liaison activities and events

### 3.1 Liaison

NeMo seeks close collaboration with policy representatives, relevant EU-funded projects, organisations, platforms, and standardisation bodies. Specific attention has been given to already established groups, such as the eMI<sup>3</sup> electro-mobility ICT Interoperability Innovation group, EGVI (European Green Vehicles Initiative), HyER (Hydrogen Fuel Cells and electro mobility in European Regions), EURELECTRIC, as well as standardisation groups relevant to electro-mobility.

During the first two years of the project, joint dissemination activities with relevant H2020 projects (specifically, ELECTRIFIC, ASSURED and EVERLASTING) took place, including Special Sessions at ITS Congresses (Strasbourg and Copenhagen) and a joint workshop with the ELECTRIFIC project, focusing on Electric Vehicle Systems, Data and Applications under the short name EV-Sys 2018 (<https://evsys2018.iccs.gr/>). This workshop took place on 12 June 2018 within the framework of the 9<sup>th</sup> ACM International Conference on Future Energy Systems (ACM e-Energy), in Karlsruhe, Germany, and featured presentations from the two organising projects and presentations of peer-reviewed guest papers.

In 2017, NeMo invited the eMI<sup>3</sup> platform members to its first Stakeholder Forum Conference (October 2017 in Stuttgart, held immediately prior to an eMI<sup>3</sup> meeting at the same venue), which was valuable as NeMo is basing some of its work in Common Information Models on eMI<sup>3</sup> Electric Vehicle ICT Interface Specifications.

NeMo also discusses results with international associations, organisations, fora and groups such as EUCAR, ITS organisations outside Europe, UITP (International Association of Public Transport), etc. and presents the project's technical achievements through bilateral discussions with relevant stakeholders and ad-hoc meetings. An important activity towards presenting the project advances within the OEM community as well as important policy-makers was the NeMo exhibit at the EUCAR Reception and Conference in Brussels on 14-15 November 2017. During this high-level event, NeMo project partners presented early stage results to EUCAR members and to the 240 key stakeholders in automotive research and innovation who attended the Conference. The audience was introduced to the objectives and scope of the project, and witnessed a demonstration of the initial version of the e-roaming platform and service creation and execution development tools. The concept of e-roaming enables interoperable cross-border and platform-independent charging services for NeMo end users. During the conference, the complete chain of e-roaming functionalities was demonstrated on the basis of on-site equipment, which included a Renault ZOE electric car, a charging point, and backend IT systems provided by Hubeject and Gireve. Participants could access the on-site charging point through the in-vehicle dashboard and receive authorisation to charge the ZOE. Intuitive interface systems installed both on the charging station and the car displayed information about the status of operations. Alongside the e-roaming demonstration, a scenario showing service registration and integration through the NeMo development environment was presented by IBM and TU-Berlin. Project Coordinator Dr. Angelos Amditis (ICCS) also introduced NeMo to the EUCAR Advisory Board and to European Commission representatives from DG Research & Innovation during the "High-level tour of the exhibits" on the opening evening of this EUCAR event.

After the initial introduction, the demonstration site was open to the audience until the end of the conference and project partners IBM, Hubeject, Gireve, Renault and ICCS presented the demonstration and the project to conference participants. An additional introduction was made by ICCS (Dr. Angelos



Amditis) to a larger audience on Day 2 of the event during the “Lightning round presentation of exhibitions- Exhibitors”. As a result of this activity several key-stakeholders who showed a keen interest on the project were contacted by email to be informed in more detail about the NeMo work and to identify ways to establish closer cooperation through participation in the NeMo Stakeholder Forum.

Further to this, a similar demonstration was held at TRA2018 – Transport Research Arena – in Vienna, April 2018, including a Renault ZOE and a portable charging station from Hubject. The demonstration drew the attention of several stakeholders including high level officials and other VIPs. A presentation was also given by the Project Coordinator at the EC stand.

The NeMo concept, objectives and first year activities were also presented at the members of the eMI<sup>3</sup> electro mobility ICT Interoperability Innovation group by ERTICO partners and to ACEA – the European Vehicle Manufacturers Association, by Renault.

Table 1 summarises NeMo’s liaison activities, giving a non-exhaustive list of actual and potential stakeholders. This list will be further updated until the end of the project.



**Table 1: Stakeholder liaison**

Interested Party	Relationship	Interfaces	Key Message
<b>AUTHORITIES</b>			
European Commission	Presentations of NeMo at several events, where senior EC officials were present, including TRA2018, EUCAR Annual Conference, ITS European and World Congresses.	ICCS, ERTICO	Valorisation of NeMo progress, results and European added value.
Public authorities	Presentations of NeMo at several events, where national, regional and local authorities were targeted and present, including POLIS Annual Conference, ITS European and World Congresses, EU Electromobility Stakeholder Forum, Smart City Expo.	BCN, ICCS, ERTICO	Sharing of NeMo's results, solutions and progress. Public authorities (managing roads/streets, parking areas and/or CPs) are invited to join the BAEM.
<b>PLATFORMS</b>			
eMI <sup>3</sup> (eMobility ICT Interoperability Innovation)	eMI3 participation in the First NeMo Stakeholder Forum Conference in October 2017  NeMo presentations in different eMI <sup>3</sup> meetings	Renault, ERTICO, TomTom	NeMo solutions will contribute as input towards any possible future updates of the eMI3 specifications.
AIOTI: Alliance for Internet of Things Innovation	Participation in Working Group 9 on Smart Mobility. NeMo presentation in WP9 meeting in July 2018	IBM	Information exchange.



Interested Party	Relationship	Interfaces	Key Message
ERTICO's Clean mobility programme	NeMo is an integral part of the internal ERTICO programme on Clean Mobility	ERTICO	Exchange of information between other activities in this programme (FABRIC and ELVITEN projects, eMI <sup>3</sup> platform) and with related activities, such as SPICE (dealing with public procurement) and MaaS (Mobility as a Service).

#### RELEVANT ORGANISATIONS, ASSOCIATIONS, NETWORKS

EURELECTRIC	To be initiated	ICCS	Sharing of NeMo's results, solutions and progress.
EUCAR European Council for Automotive R&D	NeMo participation (demonstration) in the EUCAR Annual Conference in November 2017	ICCS	Sharing of NeMo's results, solutions and progress.
ITS Japan	To be initiated	ICCS	Sharing of NeMo's results, solutions and progress.
ITS America	To be initiated	ICCS	Sharing of NeMo's results, solutions and progress.
UITP – International Association of Public Transport	Participated in joint session organised during the 2018 ITS World Congress	ICCS	Sharing of NeMo's results, solutions and progress.
POLIS Network	NeMo presentation at the POLIS Annual Conference 2018 in Manchester	BCN	Sharing of NeMo's results, solutions and progress.

#### EU FUNDED PROJECTS

ASSURED (H2020)	Joint session organised during the 2018 ITS World Congress/ Joint Special Interest Session planned for ITS European Congress 2019	ICCS, ERTICO	Explore possibilities for synergies and for organising common events
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Interested Party	Relationship	Interfaces	Key Message
ELECTRIFIC: Enabling seamless electro-mobility through smart vehicle-grid integration (H2020)	Joint NeMo / ELECTRIFIC Workshop in the ACM e-Energy Conference in June 2018	ICCS, ERTICO	Explore possibilities for synergies and for organising common events
ELVITEN: Electrified L-Category Vehicles Integrated into Transport and Electricity Networks (H2020)	ELVITEN consortium was invited in the 1 <sup>st</sup> Stakeholder Forum Conference. A presentation of the ELVITEN project was also held during the Joint NeMo / ELECTRIFIC Workshop  As ICCS coordinates both projects, information exchange in regards to interested outputs is taking place at a regular base.	ICCS, ERTICO, ICOOR, Hubject	Explore possibilities for synergies and for organising common events. Focus on interoperable electromobility in urban areas
EVERLASTING: Electric Vehicle Enhanced Range, Lifetime And Safety Through INGenious battery management (H2020)	Joint session in the 2018 ITS World Congress and proposed for the 2019 ITS European Congress  EVERLASTING was invited to the 1 <sup>st</sup> and 2 <sup>nd</sup> Stakeholder Forum Conferences and the project coordinator of EVERLASTING participated at the 1 <sup>st</sup> SF Conference	ICCS, ERTICO	Explore possibilities for synergies and for organising common events
OPTEMUS: Optimised energy management and use (H2020)	To be initiated	ICCS. CRF	Explore possibilities for synergies and for organising common events



Interested Party	Relationship	Interfaces	Key Message
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### STANDARDISATION BODIES AND RELATED GROUPS

Standardisation groups relating to electro-mobility  ISO/IEC and ETSI ITS standardisation bodies	IEC TC 69 participating member via Slovakia to end of 2018  ETSI full member	BroadBit	Present NeMo solutions and findings as input for future updates of standards
ISO/IEC 15118 standardisation	Participated in 6 <sup>th</sup> International ISO/IEC 15118 Testing Symposium	BroadBit	Explore possibilities for synergies and for sharing NeMo solutions and findings
ISO/TC 204 Intelligent transport systems	Participated in the plenary meeting in 9 <sup>th</sup> September 2018	BroadBit	Explore possibilities for synergies and for sharing NeMo solutions and findings
IEEE Standardisation Society	Participation in a webinar and event	IBM	

### OTHER

Pan-European eRoaming initiative	To be initiated	Hsubject and GIREVE (these NeMo partners, are founding members of the Pan-European eRoaming initiative)	Present NeMo solutions as input for future updates of standards.
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## 3.2 NeMo project events

WP8 is planned to organise four NeMo events: the first Stakeholder Forum Conference in year 1 (already taken place), the second Stakeholder Forum Conference in year 2 (already taken place), the Cross-Country Testing Launch Event in year 3 and the NeMo Final Event and demonstration at the end of the project. Moreover, a hackathon, training sessions, courses and lectures will be organised, as outlined below.



### 3.2.1 Stakeholder Forum Conferences

Stakeholder Forum Conferences were scheduled in the first two years (Months 12 and 24) as part of Task 8.3 on NeMo. They were designed to be the annual communications highlight of the project, disseminating findings, collecting feedback based on the key actors' expectations and needs.

It is preferable to hold the Conference in close proximity to another relevant event in order to capitalise on delegates already travelling to that event and hence maximise participation. Organisation of the Stakeholder Forum Conferences was led by ERTICO together with the host partner and ICCS. Other members of the NeMo Steering Committee also participated in the organisation (agreement of the agenda, publicity, etc.).

Target audiences were the same as for the Stakeholder Forum, although the first and the second year conferences were targeting to attract more technical experts (who could give feedback), as the format was organised in a more interactive/workshop format. On the other hand, high-level delegates and the media will be more interested in final results at the end of the project. Additional meetings, such as training (see below), are held in conjunction with the Conference, with a mixture of common plenary sessions and parallel sessions where appropriate.

Each Stakeholder Forum Conference was widely publicised well in advance (minimum 4 months), with online (free) registration. Stakeholder Forum members were invited to register. Publicity was also done via NeMo's website and social media, as well as those of the project partners, where possible. An example of publicity is the email signature banner for the 2017 Stakeholder Forum Conference, shown in Figure 3 below. Both Stakeholder Forum Conferences were followed up with a report sent to participants and posted on the NeMo website.



Figure 3: NeMo event publicity banner to insert in email signatures

The **First Stakeholder Forum Conference**, held at IBM's premises near Stuttgart on 12 October 2017 was a successful event attended by 62 people (out of 75 people registered), from 12 countries. As the event was held the day after the EVS30 event (which took place the preceding three days near Stuttgart Airport), a good international audience was attracted, including high-level experts from South Korea. Overall, 22 external (non NeMo partner) organisations were represented in the Stakeholder Forum Conference. A report of the event was produced and disseminated to participants. The report, presentations and photos are available via this page: <http://nemo-emoobility.eu/stakeholder-forum-conference-report-presentations-available/>.



Figure 4: First NeMo Stakeholder Forum Conference, Stuttgart

The **Second NeMo Stakeholder Forum Conference** was held at ERTICO's premises in Brussels on 10 October 2018. This was attended by 55 people (out of 56 people registered), from 17 countries. Overall, 23 external participants from 17 (non NeMo partner) organisations took part. A report of the event was produced and disseminated to participants. The report, presentations and photos are available via this page: <http://nemo-emobility.eu/2nd-nemo-conference-introduces-the-hyper-network-for-electromobility-report-and-presentations/>



Figure 5: Second NeMo Stakeholder Forum Conference, Brussels



### 3.2.2 Training, courses, lectures and hackathon

One of the objectives of NeMo is to build developer competence in using the Hyper-Network and to expand the range of services that it offers by training and education. Such sessions target undergraduate and postgraduate students and young professionals in science and IT, such as particular application developers. The goal is to demonstrate project technologies and to teach the principles and the technology behind their operation. Recognising that students and young scientists may often not have the means to travel to conferences and training sessions outside their local area, consideration is also given to providing training online, for example by webinar and virtual hackathon.

A first **Developer Session** was organised in parallel to the first NeMo Stakeholder Forum Conference, on 12 October 2017. Following a common introductory session, IBM and TU Berlin led a group of 14 people in a session focusing on service development and integration for the NeMo Hyper-Network (components needed to create a semantic service description to connect a service to the Hyper-Network) and an interactive workshop to collect requirements and best practices towards the development of B2B and B2C applications in the electro-mobility ecosystem.

In terms of **educational institutions**, NeMo outputs will be presented in one lecture within the context of the electricity grid systems of the School of Electrical and Computer Engineering of the National Technical University of Athens (NTUA, to which ICCS is linked), as well as in relevant lectures at DAI-Labor (TUB – Technical University of Berlin) and will be the subject of Ph.D and MSc theses during the course of the project.

Work on grid-related services is already part of one Ph.D. thesis at NTUA/ICCS and a lecture by NeMo Coordinator Dr. Angelos Amditis will be given in the 2019 spring semester under the course “Transportation and mobility – non compatible vehicles” for the Inter-Departmental Postgraduate Course “Energy production and management”, coordinated by the School of Electrical and Computer Engineering of NTUA.

Currently two theses (one BSc and one MSc) are being written in the context of NeMo at TUB. Furthermore selected NeMo topics are subjects of student courses. It is estimated to have one or two additional theses before the end of the project.

In addition, the Polytechnic University of Bari is currently involving graduate and undergraduate students working on virtual sensors and grid services definition and testing in MSc and BSc thesis and coursework projects.

A **hackathon**, mostly targeting developers, is planned as part of the validation activities within WP6 (Task 6.2). Discussions have taken place regarding either planning the hackathon as a stand-alone event or in conjunction with another event: the former gives NeMo more freedom to tailor it to the project’s needs but the latter is deemed important in terms of visibility and attracting participants. Discussions have taken place regarding collaboration with the planned Global Travel Hack (<https://globaltravelhack.com>) organised by HERE, however this has now been dropped due to HERE rescheduling their events from March to September 2019, which is too late for the needs of NeMo WP6. An online hackathon is being looked at, possibly combined with a limited event linked to an existing event, most likely the ITS European Congress in June in Eindhoven, subject to a suitable venue being found.

The hackathon will set specific challenges and priorities, in order to evaluate the effectiveness of the Hyper-Network open tools for the creation of services. A webinar will be organised prior to the hackathon to explain the concept and brief potential participants.



NeMo will appoint technical partners as mentors/advisers during the hackathon, as well as a jury to assess the teams' outputs. The winner will be invited to demonstrate their application during the NeMo Final Event.

### 3.2.3 Cross-country test drive and launch event

In May 2019, a cross-country testing launch event will be organised as part of WP6, during which the cross-country testing procedure will be announced to the wide public, so as to attract the media and public interest.

As a prelude to this, a first cross-country test drive took place in October 2017 on a more limited route from Turin to Barcelona (3-day drive). Although this was intended primarily to gather needs and to measure the “before NeMo” situation, it was also an opportunity for publicity. Images and news during the drive were tweeted on the NeMo Twitter site by ERTICO (one of the participants of the drive) and online articles and press releases were produced.

The route of the 2019 test drive has been defined by the WP6 leader (IDIADA), taking into account the need to visit the five NeMo test sites (Barcelona, Paris, Berlin, Vienna and Turin), as well as to coincide with external events wherever possible. The four major external events are as shown in the map in Figure 6.

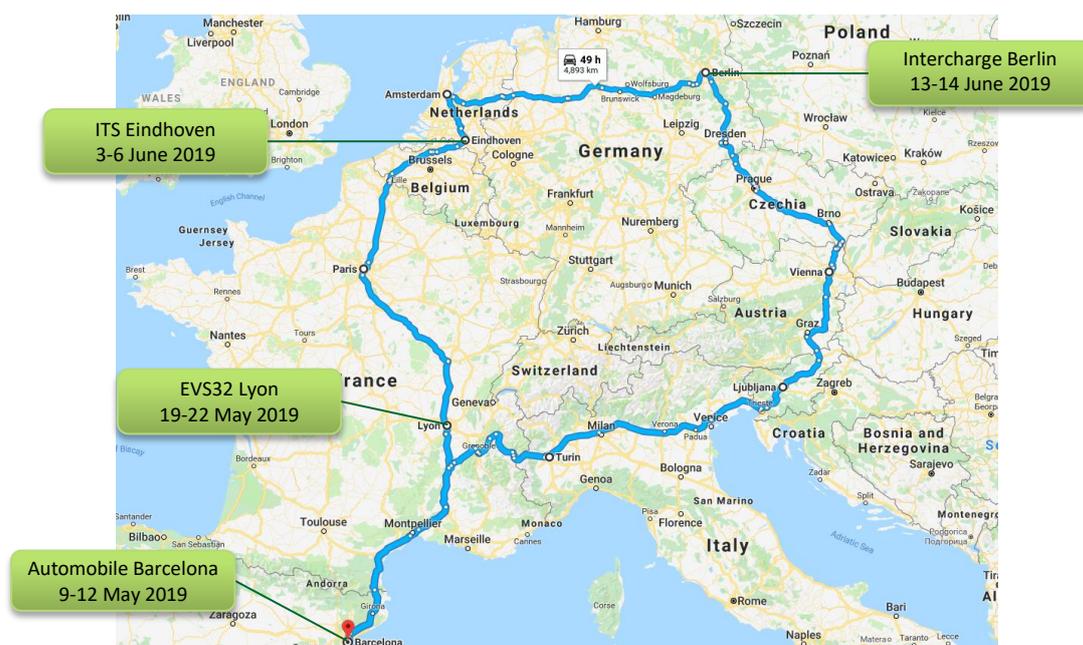


Figure 6: Planned route of the 2019 NeMo cross-country test drive

The launch event will take place during Automobile Barcelona, a major motor show. This will include a press conference with speakers from the project and the City of Barcelona. Press events will also take place at other locations on the route, notably at the ITS European Congress in Eindhoven. A journalist will also be appointed to produce media output. Video footage and photographs will be taken both of parts of the drive and at the test sites, including interviews with key partners on different topics. These are being planned as part of the drive itinerary and will be used to produce the final project video. Regular social media updates, particularly on the NeMo Twitter account, will also be done.



### 3.2.4 NeMo Final Event

In the final month of the project (September 2019), a NeMo Final Event is planned to attract around 150 participants, during which NeMo final results will be presented through technical presentations, developed technologies will be showcased through live demonstrations as well as an exhibition of the project's outputs, including the results of the cross-country test drive, will be organised in parallel. One of the considerations is that the nature of NeMo's work is such that some aspects, such as creating or registering a service on the Hyper-Network, are not suitable for demonstrating in a big hall with 100+ people in the audience. Therefore, the project will consider different ways to demonstrate the results, including small group demonstrations and interactive training sessions.

This will be a one-day event with a conference and parallel exhibition, with a tentatively planned date of 26 September 2019.

A press conference will be also held in the framework of this event to spread the word about project results and solutions to non-technical audiences and the media. To secure wide after-event dissemination, the conference material i.e. technical presentations and performed discussions will be available through a dedicated session in the NeMo website, while a video will be created and displayed through every available channel.

The event is planned to be held in Barcelona, hosted by the City Council (as a NeMo partner). An organising committee consisting of ERTICO, Barcelona City Council, ICCS and key members of the Steering Committee has been set up for this and telephone conferences for the event planning commenced in January 2019.

The following figure shows the tasks and time planning leading up to the NeMo Final Event.

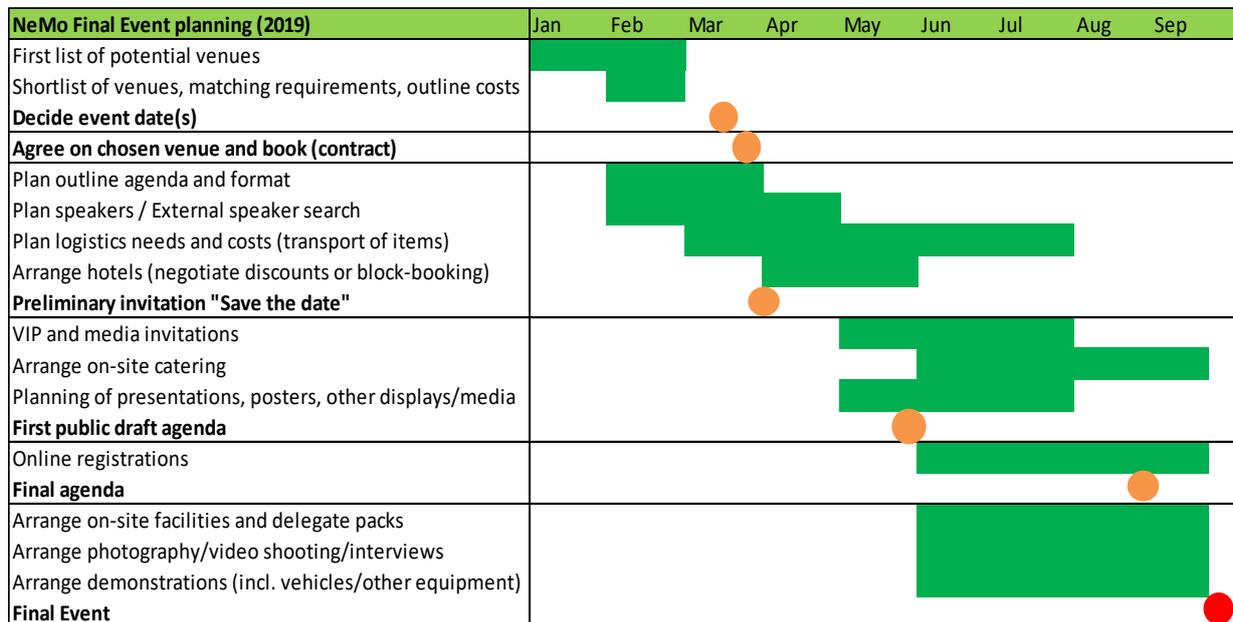


Figure 7: NeMo Final Event task schedule

Note: Green bars in the above diagram are tasks. Bold items with orange or red dots are milestones.



### 3.2.5 Summary

Table 2 provides a summary of NeMo events that have taken place to date.

**Table 2: Completed NeMo project events**

Title and description	Date(s)	Venue	Main organising partners	Audience, dissemination and follow-up
<p><b>NeMo Special Interest Session at ITS European Congress</b> (SIS47: “Seamless provision of electromobility services as a prerequisite for deployment of electromobility”)</p>	22 June 2017	Strasbourg (FR)	ICCS	<p>20 participants.</p> <p>Presentations available at: <a href="http://nemo-emobility.eu/nemo-related-sis-2017-european-congress-strasbourg/">http://nemo-emobility.eu/nemo-related-sis-2017-european-congress-strasbourg/</a></p> <p><i>See also Table 4: NeMo participation in external events to date</i></p>
<p><b>First NeMo test drive</b></p>	02-04 Oct 2017	Turin-Grenoble-Narbonne-Barcelona (IT, FR, ES)	IDIADA (with drivers from ICOOR, Renault, ERTICO and IDIADA)	<p>Article available at: <a href="http://nemo-emobility.eu/nemo-cross-country-test-drive-maps-challenges/">http://nemo-emobility.eu/nemo-cross-country-test-drive-maps-challenges/</a></p> <p>Photos here: <a href="http://www.flickr.com/photos/ertico-its-europe/albums/72157689971246775">www.flickr.com/photos/ertico-its-europe/albums/72157689971246775</a></p>
<p><b>First Stakeholder Forum Conference and Developer Session</b> (Milestone MS16).</p> <p>Follow on from EVS30 nearby at Stuttgart Messe.</p>	12 Oct 2017	Ehningen, near Stuttgart (DE)	IBM, ICCS, ERTICO	<p>62 participants.</p> <p>Presentations available at: <a href="http://nemo-emobility.eu/presentations/">http://nemo-emobility.eu/presentations/</a></p> <p>Report available at: <a href="http://nemo-emobility.eu/wp-content/uploads/sites/10/2017/11/NeMo_Stakeholder-Forum-Conference-and-Developer-session_Report_final.pdf">http://nemo-emobility.eu/wp-content/uploads/sites/10/2017/11/NeMo_Stakeholder-Forum-Conference-and-Developer-session_Report_final.pdf</a></p>



Title and description	Date(s)	Venue	Main organising partners	Audience, dissemination and follow-up
<p><b>NeMo webinar:</b> “Service creation in the NeMo electromobility environment”</p>	1 Feb 2018	Online	ERTICO, ICCS, IBM, TUB	<p>33 participants.</p> <p>Webinar recording available at: <a href="http://nemo-emobility.eu/watch-nemo-webinar-service-creation-electromobility-networks/">http://nemo-emobility.eu/watch-nemo-webinar-service-creation-electromobility-networks/</a></p> <p>Presentations available at: <a href="http://nemo-emobility.eu/presentations/">http://nemo-emobility.eu/presentations/</a></p>
<p><b>Electric Vehicle Systems, Data and Applications Workshop</b> (associated with the ACM e-Energy conference)</p>	12 June 2018	Karlsruhe (DE)	ICCS, ERTICO	<p>32 participants.</p> <p>Summary available at <a href="http://nemo-emobility.eu/nemo-co-hosts-workshop-on-e-v-systems-data-and-applications">http://nemo-emobility.eu/nemo-co-hosts-workshop-on-e-v-systems-data-and-applications</a>. Direct link to presentations: <a href="https://evsys2018.iccs.gr/index.php/material/6-draft-programme.html">https://evsys2018.iccs.gr/index.php/material/6-draft-programme.html</a></p>
<p><b>NeMo Special Interest Session at ITS World Congress</b> (SIS67: “Enabling electromobility through interoperability and enhanced performance of electric vehicles”)</p>	20 September 2018	Copenhagen (DK)	ICCS, ERTICO	<p>56 participants.</p> <p>Presentations available at: <a href="http://nemo-emobility.eu/presentations">http://nemo-emobility.eu/presentations</a></p> <p><i>See also Table 4: NeMo participation in external events to date</i></p>



Title and description	Date(s)	Venue	Main organising partners	Audience, dissemination and follow-up
<b>Second Stakeholder Forum Conference</b> (Milestone MS17)	10 Oct 2018	Brussels (BE)	ERTICO, ICCS	55 participants. Presentations available at: <a href="http://nemo-emobility.eu/presentations">http://nemo-emobility.eu/presentations</a>  Report available here: <a href="http://nemo-emobility.eu/wp-content/uploads/sites/10/2018/11/NeMo_2nd-Stakeholder-Forum-Conference_Report_v1.0.pdf">http://nemo-emobility.eu/wp-content/uploads/sites/10/2018/11/NeMo_2nd-Stakeholder-Forum-Conference_Report_v1.0.pdf</a>

The following table gives a proposed schedule for NeMo events, based upon project needs, milestones and known external events that could be leveraged. This table will be updated during the course of the project.

**Table 3: Planning for upcoming NeMo project events in 2019**

Title and description	Date (project month)	Venue (confirmed /tentative)	Main organising partners	Main requirements
<b>Education and training</b>	Ongoing – 2019	Athens (GR), Berlin (DE), Bari (IT)	ICCS (with National Technical University of Athens, TUB, ICOOR (Politecnico di Bari)	See section 3.2.2
<b>Webinar</b>	March or April 2019	Online	ICOOR, IDIADA, ERTICO	Provision of information on the planned hackathon (below)



Title and description	Date (project month)	Venue (confirmed /tentative)	Main organising partners	Main requirements
<b>Hackathon</b>	May or June 2019	Virtual Hackathon will be organised	ICOOR, IDIADA	Possible activities within ITS European Congress (3-6 June in Eindhoven).
<b>Cross-country test drive</b>	May-June 2019 Launch planned on 9 or 10 May (press and professional days at Automobile Barcelona)	Launch in Barcelona (ES). Planned events at Guyancourt (FR), Eindhoven (NL), Berlin (DE), Vienna (AT) and finish at Barcelona	IDIADA, BCN, ERTICO, all partners responsible for test sites	Press conference prior to test drive start in Barcelona, at the Automobile Barcelona event ( <a href="http://www.automobilebarcelona.com">www.automobilebarcelona.com</a> )  Press events to be organised at test sites by each test site partner; also at ITS European Congress in Eindhoven, at Intercharge in Berlin, and possibly at EVS32 in Lyon.  Renault will make vehicles available. All partners to provide volunteer drivers and propose safe overnight parking places.
<b>NeMo Special Interest Session at ITS European Congress</b> ("Attractive and efficient electromobility through interoperable services, battery management and grid integration")	3-6 June 2019	Eindhoven (NL)	ERTICO, ICCS	Special Interest Session submitted in January 2019 in conjunction with the projects ASSURED and EVERLASTING



Title and description	Date (project month)	Venue (confirmed /tentative)	Main organising partners	Main requirements
<b>Final Event and Demonstration</b>	Sep 2019 (M36) One -day event.	Barcelona (ES)	All Steering Committee led by ERTICO, ICCS and BCN.	Room for approx. 150 persons + refreshment area, exhibition area, technical equipment (e.g. audio-visual), outdoor vehicle demo area with charging facilities.

### 3.3 External events

The project technical results and findings continue to be primarily disseminated through presentations and demonstrations in conferences and other events. Awareness on technical project advances is raised primarily at electro-mobility, ITS and transport related conferences and congresses.

NeMo continues to take every opportunity to present its findings in a collaborative way through the organisation of several events in the framework of high-profile conferences with the aim to attract as many interested persons as possible, taking advantage of the high recognition of such conferences among expert communities as well as high participation numbers. The NeMo consortium continues to update its list of relevant conferences and congresses, which are examined as potential venues for the organisation of special sessions, workshops, etc. for presenting the project and its advances throughout its whole duration.

External events in which NeMo participated during 2017-2018 are listed in Table 4.

**Table 4: NeMo participation in external events to date**

Title	Date(s)	Venue	NeMo partner(s) involved	NeMo input/ participation
<b>European Battery, Hybrid and Fuel cell Electric Vehicle Congress (EEVC)</b>	14-16 March 2017	Geneva (CH)	ICCS	Poster presentation
<b>5<sup>th</sup> EU Electromobility Stakeholder Forum</b>	22-23 March 2017	Brussels (BE)	ERTICO	Poster presentation



Title	Date(s)	Venue	NeMo partner(s) involved	NeMo input/participation
<b>ITS European Congress</b>	19-22 June 2017	Strasbourg (FR)	ICCS, Hubeject, Renault, ERTICO, IBM	Special Interest Session “Seamless provision of electromobility services as a prerequisite for wide deployment of electromobility” organised by ICCS with presentations also from Hubeject, Renault, ERTICO & IBM. See also Table 1: Completed NeMo project events
<b>IEEE International Conference on Service Operations and Logistics, and Informatics (SOLI)</b>	18-20 September 2017	Bari (IT)	ICOOR	Paper and Presentation “Actors’ Interactions and Needs in the European Electromobility Network”
<b>International Electric Vehicle Symposium and Exhibition (EVS30)</b>	9-11 October 2017	Stuttgart (DE)	IBM	Paper and presentation “On the road towards seamless electromobility services in Europe: NeMo Hyper-Network project and challenges” and poster presentation
<b>Smart City Expo</b>	14-16 November 2017	Barcelona (ES)	BCN, Mosaic Factor	Overview presentation and integration of poster into City of Barcelona display panel



Title	Date(s)	Venue	NeMo partner(s) involved	NeMo input/ participation
<b>EUCAR Conference</b>	14-15 November 2017	Brussels (BE)	ICCS, Renault, Gireve, Hubeit, TUB, IBM	Demonstration area including an EV, charging station, backend IT and service integration through the NeMo environment, also an introduction to the demonstration to participants
<b>EEVC2018</b> (European Battery, Hybrid and Fuel cell Electric Vehicle Congress)	14 March 2018	Geneva (CH)	ICCS	Paper presentation "Grid services for electromobility: NeMo's approach towards ensuring EV charging QoS and power system robustness through ICT applications", by ICCS
<b>IEEE 5th International Conference on Control, Decision and Information Technologies,</b> (CoDIT2018)	10-13 April 2018	Thessaloniki (GR)	ICOOR	Paper presentation "Virtual Sensors for Electromobility", by ICOOR
<b>TRA 2018</b> (Transport Research Arena)	16-19 April 2018	Vienna (AT)	ERTICO, ICCS, Gireve, Hubeit, Renault	Demonstration of a Renault EV with inter-roaming. Presentation pitch by ICCS
<b>EUCAR Programme Board</b>	30 May 2018	Brussels (BE)	ICCS	Presentation by ICCS
<b>ACM e-Energy Conference</b>	12 June 2018	Karlsruhe (DE)	ICCS, IBM, Gireve, TUB, ERTICO, TECNO, ICOOR	Presentations by ICCS, IBM, Gireve, TUB



Title	Date(s)	Venue	NeMo partner(s) involved	NeMo input/ participation
<b>AIOTI (Alliance for Internet of Things Innovation) WG9 workshop</b>	16 July 2018	Munich (DE)	IBM	Presentation by IBM in Working Group 9 on Smart Mobility
<b>ITS World Congress</b>	17-21 September 2018	Copenhagen (DK)	ERTICO, ICCS, ICOOR, IBM, TECNO	NeMo area on ERTICO stand (with presentations by ICCS and ICOOR); Special Interest Session organised by ICCS; paper presentation by ICCS "EV charging QoS and power system robustness through ICT applications; NeMo's approach".
<b>EVS31 &amp; EVTeC 2018</b>	Oct 1, 2018	Kobe (JP)	ICCS	Paper presentation: "Common Information Models for standardised distributed interoperable EV services" by ICCS
<b>IEEE International Conference on Systems, Man and Cybernetics</b>	7-10 October 2018	Miyazaki (JP)	ICOOR	Scientific paper and poster "Modelling Virtual Sensors for Electric Vehicle Charge Services"
<b>International Conference on Smart Systems and Technologies (SST2018)</b>	10-12 October 2018	Osijek (HR)	BroadBit	Scientific paper "Business Scenarios and Data Flow in NeMo Hyper-Network"
<b>AVERE E-Mobility Conference</b>	17-18 October 2018	Brussels (BE)	ICCS, ERTICO	Presentation by ICCS



Title	Date(s)	Venue	NeMo partner(s) involved	NeMo input/participation
<b>IEEE Standards Association webinar “Exploring the Hyper-Network and Legal Gateways of E-Mobility”</b>	12 November 2018	Online	IBM	Webinar presentation
<b>Towards User-Centric Transport in Europe</b> (Mobility4EU project final event)	13 November 2018	Brussels (BE)	ERTICO	Poster presentation
<b>Innovationsmotor Teststrecke</b>	14 November 2018	Friedrichshafen (DE)	IBM	Presentation by IBM
<b>Polis Annual Conference</b>	22-23 November 2018	Manchester (UK)	BCN	Presentation by City of Barcelona
<b>GO-MOBILITY Trade Show</b>	27-28 November 2018	Irun (ES)	ERTICO	Poster presentation
<b>Results from road transport research in H2020 projects</b> (ERTRAC/EGVIA event)	28-29 November 2018	Brussels (BE)	ICCS, ERTICO	Presentation by ICCS
<b>IEEE Event – Nurturing the Era of e2e Mobility as a Service (MaaS)</b>	12 December 2018	Munich (DE)	IBM	Presentation by IBM
<b>4<sup>th</sup> ITS Hellas Conference</b>	18 December 2018	Athens (GR)	Renault, ICCS	Presentation by Renault

Those which included liaison with other projects, in particular the ITS European Congress, the EUCAR Conference and TRA2018, have been described in section 3.1 on Liaison.

Details of future events are shared with the NeMo consortium and added to the project’s internal Redmine portal. A list is updated on an ongoing basis and partners are regularly informed about open calls for papers via email in order to consider available opportunities and plan their future activities. Currently foreseen future events are summarised in Table 5 below:



**Table 5: NeMo potential participation in external events in 2019**

Title	Date(s)	Venue	NeMo partner(s) involved	NeMo input/ participation
<b>Scientific conference on smart transportation – Okos Közlekedési Tudományos Konferencia</b>	10 March 2019	Zalaegerszeg (HU)	BroadBit	Scientific paper / presentation (in Hungarian) proposed.
<b>International Electric Vehicle Symposium and Exhibition (EVS32)</b>	19-22 May 2019	Lyon (FR)	Renault	Possible press/media event related to the cross-country test drive.
<b>ITS European Congress</b>	3-6 June 2019	Eindhoven (NL)	ERTICO, ICCS, IDIADA, Mosaic Factor, CRF	Special Interest Session “Attractive and efficient electromobility through interoperable services, battery management and grid integration” proposed by ERTICO and ICCS.  Technical paper “Software Services and Data Analytics for the ultimate EV Driver experience” proposed by Mosaic Factor.
<b>Intercharge Network Conference (icnc)</b>	13-14 June 2019	Berlin (DE)	Huject	Possible press/media event related to the cross-country test drive.
<b>European Transport Conference</b>	9-11 October 2019	Dublin (IE)	Mosaic Factor	Technical paper “Software Services and Data Analytics for the ultimate EV Driver experience” proposed by Mosaic Factor.



## 4. Tools and techniques

The impact of the communication activities is amplified thanks to a set of specific communication tools. These tools guarantee a coherent, wide and timely communication of the NeMo concept, objectives and solutions to multiple audiences and the public. The following list summarises the communication tools that are supporting all communication and dissemination activities. They are also described in more detail in D8.4 “NeMo Communication Tools”, which explains what tools have been produced and, where appropriate, report their usage (e.g. web statistics).

### 4.1 Website

The full NeMo project website is available at [www.nemo-emobility.eu](http://www.nemo-emobility.eu) (primary address) and [www.nemo-emobility.net](http://www.nemo-emobility.net) (redirecting towards the primary address).

The website is fully described in D8.4 “NeMo Communication Tools”.

Project news, announcements, presentations and public deliverables are included on the website. It is supported by social media (Twitter and LinkedIn), in particular to reach out to stakeholders and direct those to the website for further information. The website was designed as a dissemination site and therefore does not host the Hyper-Network, nor does it have a private password protected area for partners or other registered stakeholders. Because of this, Renault (as leader of WP7 and in particular Task 7.1 on Global adoption methodology and measures) is creating a separate web portal for Hyper-Network partners (bodies external to the NeMo project, which join the Hyper-Network). This will be linked from the NeMo project website and will have the same visual identity, but will provide a private password-protected area which includes guidance and instructions on aspects such as setting up a NeMo node and using the Hyper-Network.

### 4.2 Articles, press releases and media campaigns

A press and media strategy, including press releases at NeMo milestones, has the goal of raising awareness and generating positive media coverage for the project at a local, national and European level. Any partner proposing public output (news, articles, press releases, presentations or papers at events, etc.) must follow the NeMo dissemination procedures, which aim to ensure high quality and consistent output, avoiding overlaps, conflicting messages or possible disclosure of confidential information, and helping monitor project dissemination activities. The dissemination procedures involve an approval process prior to dissemination taking place, which involves the Project Coordinator and the DCM, and where appropriate, the Steering Committee.

#### 4.2.1 Articles

During the three years of the project, the Consortium has been producing and publishing articles in English (or other languages where desirable) to get media interest and encourage magazine to published articles on the project’s concept, progress and results.

If an article is not written by the DCM and/or the Project Coordinator, a copy of the article and press release should be sent to ERTICO. Relevant press clippings are included on the NeMo website.

NeMo partners, led by the project’s DCM, write articles and interviews for inclusion on the website. Some longer features have been prepared for possible inclusion in external media and magazines.



Each partner who writes an article, especially if planned for an external media, will inform ERTICO about articles that will be, or are published, in their national media. Each partner should check with ERTICO and ICCS the content of the article at least two weeks before publication, in accordance with the NeMo dissemination procedures.

An article on NeMo appeared in “Thinking Cities” magazine, December 2017.

#### **4.2.2 Press releases**

Press releases are to be published by the consortium at key moments during the lifetime of the project. In general, ERTICO drafts the press releases in English and present them, before publication, to the leader of Task 8.3 (ICCS), as per the NeMo dissemination procedures, and where relevant, to other partners involved or mentioned in the press release. Partners have five working days to comment. Other partners may also instigate press releases provided a prior draft is submitted to ERTICO and ICCS.

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.

Press releases are 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 prepared by ERTICO for the project kick-off at the beginning of October 2016, with a translated version in Greek prepared by ICCS. These resulted in at least ten articles in the online media, including ITS International and Logistics Manager.

A second press release was prepared by ERTICO to cover the first cross-border test drive in November 2017, which is available in English, Italian and Spanish.

See <http://nemo-emobility.eu/press-releases/> for press releases and <http://nemo-emobility.eu/press-clippings-2016/> for press clippings about NeMo from other media sources.

Press releases will also be prepared in relation to the cross-country test drive and the NeMo Final Event.

#### **4.2.3 Media campaigns and events**

Around key project events (i.e. cross-country testing event, NeMo Final Event and demonstration), special media campaigns may be launched. These include press invitations/announcements and press events. For example, during the first cross-country drive, regular updates were provided on Twitter as well as an article on the NeMo website, LinkedIn page and the above-mentioned press release.

Press announcements/invitations aim to invite the media to participate in the events, to inform them about those events, and to provide them with an overview of the project’s objectives. The press invitation/announcements will normally be drafted by the DCM with the contribution of the local partner(s)’s press office. It will be sent to the media at least one week before the event. The content should be short, clear, presenting the NeMo project, the event and the benefits of the project. The press announcement will be in English, but local press offices may translate it into other languages.

The press announcement will be followed by a press release, sent to the same media/journalists in different languages.

If there is sufficient press interest, a press conference will be organised involving a range of high-level key project stakeholders. It will last around 30 minutes (depending on the number of speakers; usually



no more than five) and it is sometimes followed by a Q&A session, as well as a networking event. One-to-one interviews with the speakers can also be organised.

The press conference will be either in English and/or in the local language. At the press conference, dissemination and promotional material will be available (fact sheet, leaflet, speech and press release of the event). If a press conference is not organised or not considered the best strategy to promote NeMo by the local press officer, then another event/activity relevant to the press (workshop, networking breakfast, one-to-one interviews, etc.) should be organised.

## 4.3 Project publications

### 4.3.1 Technical and scientific papers

NeMo aims to publish its results in peer-reviewed scientific journals, in relevant industrial and trade magazines, as well as technical papers in conferences. Open access of NeMo publications is prioritised, for example through open access publications. Results may also be included in paid-for publications provided the cost to the user is reasonable (e.g. research articles from ScienceDirect are typically accessible for a fee of between \$25 and \$45 US dollars) and, where it is not possible to post the full article on the NeMo website, at least an abstract is provided together with a link to the appropriate journal. A selection of suitable journals that may be targeted for publications is shown in Annex 1.

Conference papers and presentations are also included on the NeMo website (see Table 4 for past events).

In 2018 the project produced the following scientific/technical papers. The papers were published in conference proceedings or journals and several of them were presented at related conferences:

- “Modelling Virtual Sensors for Electric Vehicle Charge Services” by ICOOR, presented at the IEEE International Conference on Systems, Man and Cybernetics in Miyazaki (Japan);
- “Business Scenarios and Data Flow in NeMo Hyper-Network” by BroadBit, presented at the International Conference on Smart Systems and Technologies (SST2018) in Osijek (Croatia);
- “EV charging QoS and power system robustness through ICT applications; NeMo’s approach” by ICCS, ITS World Congress 2018 (Copenhagen)
- “Internet of Things and Virtual Sensors for Electromobility”, published at IEEE Internet Technology Letters, (<https://doi.org/10.1002/itl2.39>); authors: Michele Roccotelli, Massimiliano Nolich, Maria Pia Fanti, Walter Ukovich
- “Virtual Sensors for Electromobility”, by ICOOR, presented at IEEE 5th International Conference on Control, Decision and Information Technologies, CoDIT2018 (Greece)
- “Common Information Models for standardised distributed interoperable EV services” by ICCS, EVS 31 & EVTeC 2018 (Japan)
- “Grid services for electromobility: NeMo’s approach towards ensuring EV charging QoS and power system robustness through ICT applications”, by ICCS, EEVC 2018 (Switzerland).

### 4.3.2 Printed and e-materials

These include a leaflet and brochure, poster, electronic news and videos.

A free-standing **roll-up poster** has been developed by ERTICO to present the project, its objectives; web, social media and contact addresses, together with the logos of all consortium partners. It has already been used to promote the project at several events including the 1<sup>st</sup> NeMo Stakeholder Forum



Conference in October 2017, the EUCAR Conference in November 2017, the 2<sup>nd</sup> NeMo Stakeholder Forum Conference in October 2018 and at events attended by partners in Spain, Italy and Germany. It is kept at ERTICO but can be loaned to other NeMo partners participating in events, provided sufficient advance notice is given to allow for it to be delivered.

Various **posters** have been developed so far in NeMo. A general project poster was produced and displayed in March at EEVC-2017 (Geneva) and the 5<sup>th</sup> EU Electro-mobility Stakeholder Forum (Brussels) and in October at EVS30 (Stuttgart). In each of these three cases an event-specific banner was added at the top of the poster but the rest of the content remained the same. 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. Finally, two posters presented specific aspects of the project at the EUCAR Conference in Brussels in November 2017 and TRA in Vienna in April 2018. 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, Hubeject and Renault). These two posters in A0 format were designed without event-specific branding in order to allow re-use at other events.

Further posters may also be developed during the lifetime of the project, focusing on specific aspects. These will be agreed with the Steering Committee and task leaders as required (dependent on results, target audiences and events in which they will be displayed) and content will be provided by the relevant task or WP leader. For high quality posters for specific major events, the design and printing will be done by ERTICO. For technical posters, a PowerPoint template has been developed (based on the above two posters used in the EUCAR event) in order to allow partners to design their own technical posters according to a common NeMo style (common elements such as project logo, colour scheme, website, EU flag and funding statement, etc.).

Possible examples of additional ad hoc posters, depending on need, are:

- Posters giving more detail on particular aspects (e.g. one or more WPs or test sites) were deemed appropriate for specific events, in particular the Final Event;
- Posters aimed at a specific stakeholder group focusing on the benefits and implications of NeMo for that group, where deemed appropriate for specific events (e.g. events or meetings that mainly target only one or two main stakeholder groups);
- Posters in a national language (either translated from an existing English poster or a new production by a partner which could, if desired, be translated into English) where appropriate for a specific event in a country where that language is spoken, or for general use by one of the partners for different events. These may put emphasis on the trials or other activities in that country, but approval is still required according to the dissemination procedures to ensure that it does not misrepresent the project as a whole.

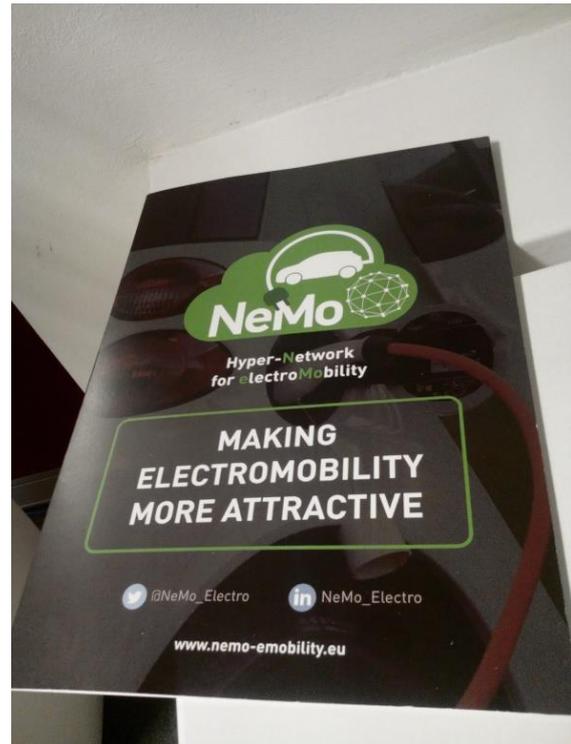
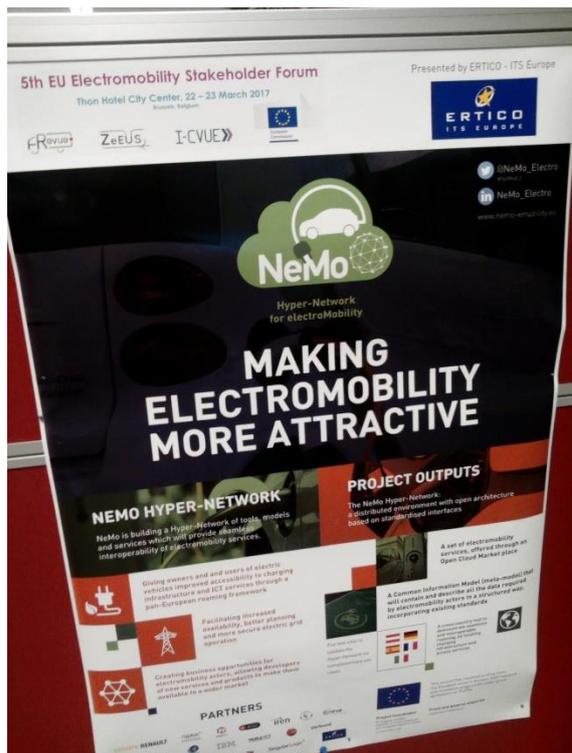


Figure 8: Example of one of the NeMo posters and the NeMo brochure

A first **brochure** was developed in February 2017 (see section 5.3 List of deliverables and milestones) in the form of an A5 size fold-out leaflet (flyer) for distribution at NeMo events and external conferences, meetings, etc. This presented the following in a brief, attractive (with images/ artwork) and non-technical way:

- What NeMo is and why it is needed;
- The project concepts and high-level approach;
- Expected outcomes and benefits;
- Contacts and Stakeholder Forum;
- Logos of NeMo partners.

The brochure received minor updates in September 2017 and again in October 2018 (see Figure 8 above) and will be further updated as necessary during the project, in particular expanded with key interim results as the project progresses.

This brochure has been in use in support of dissemination since July 2017.

It may be decided by the consortium that the flyer or subsequent brochure be translated into other languages to better impact local and national audiences. For the demo events, a translation into local languages may also be provided. The relevant consortium partners will be responsible for the translation and local printing.

Regular online news articles are produced during the course of the project to highlight NeMo status, progress and next steps.

NeMo aims to publish a news item, on average, once a month. News will be compiled with information from the WP leaders, edited by the DCM and checked by the Coordinator, to ensure a coherent and



readable summary of highlights, with links to more detailed and technical information elsewhere on the NeMo website where appropriate. In addition, electronic newsletters will be produced at points when there are major findings available and emailed to the Stakeholder Forum members. These will not be on a regular basis as experience has shown that periodic newsletters are often not read, whereas one-off editions highlighting a major output tend to achieve more attention. In case of participation in major conferences, consideration will be given to a simple printed version of the newsletter for distribution.

**Videos** will be produced periodically to present different aspects of NeMo, including concepts, solutions, activities such as demonstrations or site events, and interviews with project representatives. These can have a high visibility in events and can also present key aspects quickly and simply, in an attractive way. The targets are more often potential stakeholders (especially users of the Hyper-Network) and the media, rather than experts. In general, videos will be coordinated and produced by ERTICO, but other partners may also produce output relating to their activities, such as interviews or filming of an event. To date, the following videos have been produced:

- Interviews with selected partners during a NeMo WP2 meeting in Budapest in May 2017, available here: <http://nemo-emobility.eu/nemo-specifications-design-going-forward-budapest> as well as on YouTube here: [www.youtube.com/watch?v=EIR8uBDRzJg](http://www.youtube.com/watch?v=EIR8uBDRzJg) (responsible: BroadBit);
- A first general NeMo teaser video in the form of a one-minute animation, aimed at a general audience and communicating the expected benefits of the project. This includes verbal narrative as well as subtitles so it is suitable for showing in exhibition areas of events (with or without sound), as well as in meetings/conferences and on-line. It was completed in January 2018 (responsible: ERTICO).

In the final year of the project a more comprehensive video will be produced, featuring the test sites, showing progress and achievements to date and visually depicting developed solutions. Most of the footage will be filmed during the cross-country test drive in May and June 2019 and it is planned to show this video at the NeMo Final Event.

All of these videos will be made accessible on the NeMo website, on the project's social media channels, the ERTICO YouTube channel, and shown at relevant events wherever feasible.

#### 4.4 Partners' communication channels

Partners have been requested to publicise the project through their local channels (such as newsletters, websites, social media, printed materials, announcements) as much as possible. This helps the project reach new audiences, particularly in the countries and networks of each partner. This is needed to ensure the Hyper-Network, once operational, is fully used and exploited across Europe. Partners are effectively stakeholders in the project and share a responsibility for the success of communications; it is also good for the partners' own images.

Partners are also required to contact local media and other interest groups in order to raise awareness of the project. The DCM will develop a table listing their available information channels (website, social media, etc.) which may be available for NeMo dissemination, and this will be updated by all partners with details of each dissemination activity performed by them every six months as part of their periodic reporting.

If and when relevant, NeMo partners are responsible for arranging and delivering translations of press releases and printed materials.



ERTICO is used as the information channel for reaching an ITS specialist audience working on development and deployment of ITS systems and services across Europe. NeMo news and events are also directly published on the ERTICO Newsroom ([www.erticonetwork.com](http://www.erticonetwork.com)) and included in the ERTICO weekly newsletter.

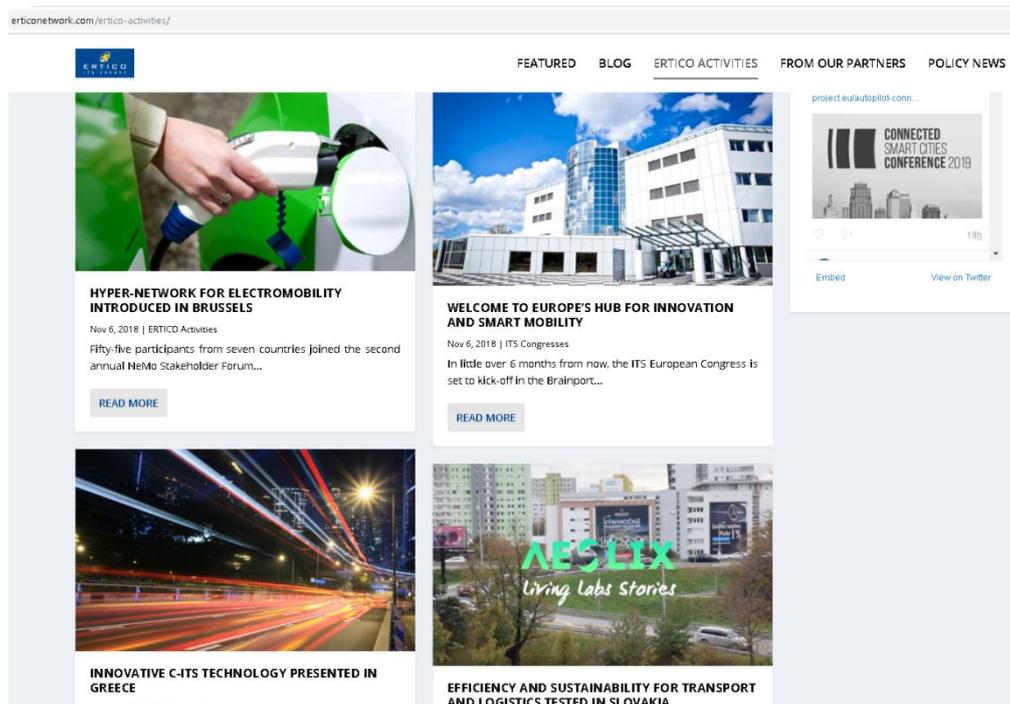


Figure 9: Example NeMo article (top left) on [www.erticonetwork.com](http://www.erticonetwork.com)

## 4.5 Webinars

The DCM organises webinars (to be presented by different partners), which pass the message to a wider audience and validate the project finding with a broad number of key stakeholders. They may include interactive polling where appropriate to ensure stakeholder feedback to the project.

Partners scheduled to present webinars were ICOOR, IBM, FKA and ERTICO, although this does not preclude other partners presenting one where appropriate. The timings and topics of the webinars has been agreed within the Steering Committee, as they depend on the achievements and also topics on which the consortium wishes to receive feedback from stakeholders.

The **first webinar** took place on 1<sup>st</sup> February 2018, led by TUB and IBM, focusing on **service creation using the Hyper-Network**. It was publicised on the project's communication channels and members of the NeMo Stakeholder Forum mailing list were also contacted and invited to register. 33 people registered and attended this session.

On 12 November 2018, the IEEE Standards Association hosted a webinar "**Exploring the Hyper-Network and Legal Gateways of E-Mobility**" in which NeMo partner IBM participated with a presentation.

It is planned that the next NeMo webinar will be held in late February or early March 2019, as an introduction to the planned hackathon to be organised by WP6 partners (ICOOR and IDIADA).



## 4.6 Social media

NeMo's **Twitter** and **LinkedIn** sites (at [http://twitter.com/NeMo\\_electro](http://twitter.com/NeMo_electro) and [www.linkedin.com/groups/12012387](http://www.linkedin.com/groups/12012387) respectively) are described in Deliverable D8.4, with the membership of the LinkedIn group also being described in section 2.3 above. The Twitter site currently has 248 followers (an increase from 132 one year ago). LinkedIn is more oriented to business users and posts are visible to members of the NeMo group, while Twitter enables a wider following (but in less depth) and is particularly suitable for regular updates, such as during an event, whereas LinkedIn posts would be more descriptive and less frequent. Twitter also enables mutual following between NeMo and other projects, activities, organisations and stakeholders. Other media like Facebook were not chosen as that is more a social network and aimed at the general public, which is not the main NeMo audience. Therefore using Facebook would essentially duplicate the above two media. On the other hand, NeMo partners with Facebook accounts (or a profile in other social networks) may use them to promote NeMo and share articles or links. ERTICO has also set up albums for NeMo events on its Flickr channel at [www.flickr.com/photos/ertico-its-europe/albums](http://www.flickr.com/photos/ertico-its-europe/albums).

Two Twitter campaigns provided live information during the first Stakeholder Forum Conference and regular updates during the first cross-country drive (both during October 2017) as well as during the second Stakeholder Forum Conference. Live feeds will be implemented at future events and at every other suitable occasion; their specific timing needs to be determined however the DCM will take advantage of every available opportunity to organise such Twitter activities. For key occasions, a specific Twitter hashtag is created in order to facilitate promotion. All NeMo stakeholders will be invited to share questions with the organiser prior to the chat. The chat itself will be led by one or several high profile NeMo stakeholders.

## 4.7 Communication tools in different languages

The NeMo communication tools are produced in English, as the language of the NeMo project. Given the importance of reaching stakeholders in a language they understand, the DCM will offer the opportunity to translate leaflets and other materials into national languages where appropriate. The partners who launched the request will be responsible for the translation. Translations should always be verified by a second native speaker of the target language (ideally by another partner in the same country). The DCM will take care of the printing unless it is a bespoke publication just for local distribution, in which case the partner involved can print it. There is no specific budget for translation so such work will generally be limited, for example for leaflets or posters, not for long technical documents. Need may be dictated by the location of key events where NeMo will have a major presence; in such cases it may be desirable to have key materials in the language of the event location as well as English, especially where a high proportion of participants will be from the event's host country.

NeMo partners are also encouraged to translate NeMo press releases issued by WP8 into their own languages for further distribution. NeMo Stakeholders from the same country / language area will coordinate the translation into their language. Local/national press releases and their outcomes (published media) will be sent to the DCM to include in the Dissemination reporting (see section 5).

No other translation options are currently foreseen in the communication plan. NeMo stakeholders can send any additional requests (i.e. subtitling video in a different language) to the DCM who will deal with these requests on an ad-hoc basis. For example, in 2019 BroadBit has proposed a technical paper in Hungarian for a national conference in Hungary. In terms of press releases, there is one each in Greek (project launch), Italian and Spanish (both relating to the first test drives). These are included on the project website. Furthermore, the NeMo animated video includes subtitles in a choice of eleven



languages (English, German, French, Italian, Spanish, Catalan, Croatian, Slovak, Polish, Greek and Hungarian).

## 4.8 Key Performance Indicators

The communication & dissemination activities are closely monitored and evaluated against a set of pre-defined KPIs as presented in the following table.

**Table 6: Key Performance Indicators for communication and dissemination**

Activity and criteria (KPI)		Expected performance (and actual performance for Years 1 and 2)		
		Year 1 (expected and actual)	Year 2 (expected and actual)	Year 3 (expected)
Communication strategy & Plan (Task 8.1)	Annual project review	Positive Actual: Approved	Positive Actual: Approved	Positive (update)
Communication tools (Task 8.2)	Website – number of visitors (unique, returning)	250/month Actual: average 350 unique users per month and 517 sessions per month (during the second half of 2017), approx. 60% are new visitors, 40% are returning	400/month Actual: average 418 unique users per month	700/month
	Twitter – total number of followers	100 Actual: 134	150 Actual: 240 (as at Dec. 2018)	200
	LinkedIn – total members of NeMo group	80 Actual: 103	120 Actual: 139 (as at Dec. 2018)	180



Activity and criteria (KPI)	Expected performance (and actual performance for Years 1 and 2)			
	Social Media Campaigns –total number	1 Actual: 2 (regular live tweets during first test drive and during 1 <sup>st</sup> Stakeholder Forum Conference, both in October 2017)	1 Actual: 1 (during 2 <sup>nd</sup> Stakeholder Forum Conference in October 2018)	
	No of project videos – total number	≥ 1 Actual: 1 delivered end December 2017.	≥ 2 Actual: 1 delivered in 2017. Other to be produced on a later phase of the project.	≥ 2
	No of views in YouTube – all videos	500 Actual: N/A as video is not yet online (was just finalised at the time of writing this deliverable)	900 Actual: 905	1700
	Quantity of media coverage achieved	≥ 10 Actual: 13 identified in media which is independent of project partners	≥ 20 Actual 18 identified in media which is independent of project partners	≥ 40
Dissemination & Events	No of peer reviewed publications	≥ 2 Actual: 1	≥ 6 Actual: 7	≥ 12



Activity and criteria (KPI)	Expected performance (and actual performance for Years 1 and 2)			
(Task 8.3)	Readership results	500 Actual: 57 full-text views and 2 citations (for 1 paper)	800 Actual: 246 full-text views and 3 citations (for 3 papers); in addition there were 4 papers for which readership statistics are not available	1000
	No of participants in NeMo Hackathon		≥ 15 Actual: 0: planned for 2019	
	No of external stakeholders attending 1 <sup>st</sup> & 2 <sup>nd</sup> year Conferences	≥ 40 Actual: 26	≥ 40 Actual: 23	
	No of public authorities attending 1 <sup>st</sup> & 2 <sup>nd</sup> year Conferences	≥ 10 Actual: 0	≥ 15 Actual: 4	
	No of final event attendees			≥ 150
	No of lectures, courses, PhD and MS thesis	≥2 Actual: 0	≥2 Actual: 3	≥2
	Number of participants in Training events	≥ 20 Actual: 14	≥ 20 Actual: 0 (for specific training events, however)	≥ 20
	No of public & Media attending the NeMo events	≥ 12 Actual: 0	≥ 30 Actual: 0	≥ 60



Activity and criteria (KPI)		Expected performance (and actual performance for Years 1 and 2)		
Stakeholder Forum and Liaison ( <i>Task 8.4</i> )	No of Forum participants	≥ 100 Actual: 84	≥ 200 Actual: 108 (external to the NeMo consortium)	≥ 300
	No of industry representatives involved	≥ 50 Actual: 31	≥ 100 Actual: 44	≥ 200
	No of associations & organisations involved	≥ 5 Actual: 3	≥ 15 Actual: 6	≥ 20
	No of projects contacted	≥ 10 Actual: 10	≥ 15 Actual: 12	≥ 10
	No of liaison activities performed	≥ 5 Actual: 4 (plus 2 others ongoing)	≥ 10 Actual: 7	≥ 10
	No of discussions in fora, committees & organisations	≥ 10 Actual: 4	≥ 10 Actual: 4	≥ 17
	No of standardisation bodies and Technical Committees	≥ 2 Actual: 0	≥ 3 Actual: 1	≥ 5

Most of the KPIs for the second year of the project have been reached (a few almost reached and some exceeded). Explanations of those which fell short of expectations or otherwise require justification are as follows:

- External stakeholders participating in the first and second year Stakeholder Forum Conferences were below the targets. Nevertheless, both events were lively with a good level of interaction and quality input from the stakeholders.
- The first Stakeholder Forum Conference did not attract any public authority stakeholders and the second one attracted only 3, although the target was possibly too ambitious as the main focus of the event was to obtain feedback rather than deal with policy and deployment. Nevertheless public authority participation was achieved in other events such as the NeMo special session at the ITS European Congress, the Smart City Expo in Barcelona and the Polis Annual Conference in Manchester.



- No media representatives or public audience attended the Stakeholder Forum Conferences or any other project events. The reason was that the project events were not planned as a media or public-focused events so far, due to the lack of final results. Their purpose was to share information about technical developments and obtain feedback from relevant experts.
- The number of (external) Stakeholder Forum members, including representatives from industry and associations, was below target but not significantly so.
- Discussions in fora, committees & organisations as well as involvement in standardisation bodies and technical committees were below expected (again because of the lack of maturity of results so far) although the number is currently increasing.
- Most of NeMo's scientific and technical papers have been recently published and thus respective metrics are either too low or totally missing. To this end, the respective KPI is expected to significantly improve during 2019.



## 5. Reporting

The NeMo project has established the following procedures to ensure proper reporting of all activities and results related to WP8.

### 5.1 Approval of dissemination activities

Every dissemination activity related to NeMo has to be approved beforehand by the Project Coordinator and the Steering Committee (SC).

The objectives of this procedure are to provide high quality NeMo publications and presentations, to avoid overlaps and possible disclosure of restricted or confidential information, and to monitor and record the dissemination activities of the project in a sufficient way. NeMo consortium partners are requested to store their material (abstract, draft paper, poster, etc.) in Redmine. They must submit their dissemination request 2 weeks before submission deadline via email to WP8 leader (ERTICO) and Task 8.3 Leader (ICCS). Task 8.3 Leader has 2 days to react and send the request to Coordinator and SC. The Coordinator and SC shall send their decision to the Task 8.3 leader within 5 working days. No answer is taken as approval. Task 8.3 Leader informs the involved partners about the decision: in case of an approval partners proceed with the activity; in case of conflict, the issue is being discussed among the Coordinator, the Task 8.3 Leader and the involved partners. Dissemination procedures are available at [https://redmine.iccs.gr/projects/nemo/wiki/Dissemination\\_procedures](https://redmine.iccs.gr/projects/nemo/wiki/Dissemination_procedures).

### 5.2 Dissemination records & future opportunities

A **Dissemination Activity Report** must be filled in by the leading partner of every dissemination activity that has taken place. The purpose of the report is to provide necessary information to the WP8 leader and Task 8.3 Leader for publishing the activity on the NeMo website and reporting the European Commission.

Project dissemination records are available in a respective wiki at **NeMo Redmine** (accessible to project partners only) [https://redmine.iccs.gr/projects/nemo/wiki/Dissemination\\_activities\\_report](https://redmine.iccs.gr/projects/nemo/wiki/Dissemination_activities_report).

Lists of future events and of related journals are available on the NeMo Redmine site at: [https://redmine.iccs.gr/projects/nemo/wiki/Dissemination\\_opportunities](https://redmine.iccs.gr/projects/nemo/wiki/Dissemination_opportunities).



## 6. Roles, responsibilities and timing

### 6.1 WP8 Responsibilities

WP8 “Communication, Dissemination and Liaison” consists of 4 tasks. Each of these tasks has a specific Task Leader who is supported by one or more other consortium partners with resources in this particular task.

ERTICO carries overall responsibility for WP8 activities. It also leads Task 8.1 Communication Strategy and Plan and Task 8.2 Communication tools and amplification outreach. In this context, ERTICO will ensure the production of printed materials, development and maintenance of the website, drafting of articles and press releases and other promotional efforts. For printed materials (brochures, posters), press releases and articles, the NeMo dissemination procedures apply whereby comments from the Steering Committee are sought before publication.

Almost all consortium members have budget (person-months) allocated for dissemination and are therefore required to contribute with inputs to news on the website, co-organisation of workshops and press events, translations (if needed), media contact and monitoring in their countries.

ERTICO is regularly monitoring the website and every six months will present an overview of its usage.

ICCS is leader of Task 8.3 Dissemination of foreground and events and of Task 8.4 Stakeholder Forum and Liaison activities.

Detailed plans have been established for Task 8.3 and Task 8.4 in order to identify which specific partner(s) is /are responsible for which specific sub-task.

### 6.2 Dissemination and Coordination Manager (DCM)

The NeMo Coordinator (ICCS) acts as the spokesperson of the project. The NeMo DCMs (Andrew Winder and Hugo Roebroek at ERTICO) work closely with the Coordinator for the best communication of the project vision, objectives and outcomes to the media and external stakeholders.

The DCM is the main contact point for the media and external stakeholders; responsible for communicating at European level and will work closely together with pilot site leaders and relevant consortium partners in the organisation of events, coordination of articles and translations.

The DCM regularly communicates with leaders of active tasks/WPs in order to gather information that can be used for news items, and validate such news items with the task/WP leaders and the Coordinator.

The DCM reports on the communication and dissemination achievements and progress when and where necessary.

He, together with the Project Coordinator, will also define and monitor the consortium members' work plan for communication and dissemination.

### 6.3 Dissemination Group and project event organising committees

For the NeMo events such as the two NeMo Stakeholder Forum Conferences, NeMo Training activities, Cross-Country testing launch event and Final Event and Demonstration, the NeMo DCM works closely together with the project coordinator and with the person(s) responsible for the communication and promotion at the NeMo partner organisations.



At the beginning of the project, relevant consortium partners provided contact details of the person(s) responsible for communication and promotion of the project within their organisations. These contacts do not necessarily need to be the official project contacts, but rather professionals in communication, marketing and public relations.

These contacts are used to discuss specific issues, such as promotion of specific NeMo events. Special promotion materials, such as production of video or other, may be necessary.

The DCM also works closely together with the local partners for the organisation of the NeMo events, especially the Final Event and Demonstration. For each of the NeMo events, a small organising committee consisting of project partners will be set up to establish the venue, theme/topics/title and logistics required for the event.

## 6.4 All partners

All partners contribute with inputs to news and stories for the website, for the event calendar and printed material when required. In the absence of regular news from active tasks or partners, the DCM will prompt such task leaders for potentially newsworthy updates. They report their project-related communication activities to ERTICO by including the information on which event they attended and which ones they are planning to attend in their quarterly management report (see Section 5 - Reporting).

Partners intending to participate in an event relevant to the topic of NeMo (the details of which shall be communicated to the DCM), shall notify the DCM. In the event that a specific communication related to NeMo is proposed (technical paper, discussion session, etc.), this shall be notified to the Task 8.3 leader (ICCS) and the DCM, and be subject to the project's dissemination procedures ([https://redmine.iccs.gr/projects/nemo/wiki/Dissemination\\_procedures](https://redmine.iccs.gr/projects/nemo/wiki/Dissemination_procedures)). Even if a partner is attending a relevant event without any planned NeMo communication and not charging any costs to NeMo, notification to the DCM is requested in case of possible networking opportunities or the possibility to distribute NeMo literature (brochures, etc.).

Furthermore, partners are expected to promote the project to their network of internal and external stakeholders.

## 6.5 Timing of official WP8 deliverables and milestones

### 6.5.1 Deliverables

#### **D8.1, 8.3 and 8.5: Communication Strategy and Plan (this document)**

This includes the communication, dissemination and liaison plan to be followed within the project. This plan is to be updated on a yearly basis (the present document is D8.5, superseding D8.3).

#### **D8.2, 8.4 and 8.7: NeMo communication tools**

This deliverable, which complements the Communication Strategy and Plan, presents the project brand identity and describes the material (brochure, posters, newsletters, videos, website and social media accounts), either planned or existing. It differs from the Communication Strategy and Plan as it describes the physical means of communication rather than the messages or audiences. D8.2 and its first update D8.4 are available while its second update D8.7 will be produced in September 2019.



## D8.6: Proceedings of the NeMo Final Event

This deliverable will include the presentations and a report on discussions during the NeMo Final Conference and demonstration.

The timing of these deliverables is given in the following table.

**Table 7: List of WP8 deliverables**

Number	Title	Official delivery date
D8.1	Communication Strategy and Plan	December 2016
D8.2	NeMo communication tools	December 2016
D8.3	Communication Strategy and Plan – first update	December 2017
D8.4	NeMo communication tools – first update	March 2018
D8.5	Communication Strategy and Plan – second update	December 2018
D8.6	Proceedings of the NeMo Final Event	October 2019
D8.7	NeMo communication tools – second update	October 2019

## 6.5.2 Milestones

### MS14 Website ready

The full project website was provided at the end of December 2016, with improvements being added during January 2017. Website use statistics were provided in the Deliverable D8.4 Communication Tools (first update) in March 2018.

### MS15 Stakeholder Forum created

Persons have been contacted and have agreed to be part of the Forum. This has been achieved.

### MS16 Organisation of the first NeMo Stakeholder Forum Conference

Internal report with the proceedings of the first NeMo Stakeholder Forum Conference. This has been achieved; both an internal (milestone) report and a public report of the event were provided.

### MS17 Organisation of the second NeMo Stakeholder Forum Conference

Internal report with the proceedings of the second NeMo Stakeholder Forum Conference. This has been achieved; both an internal (milestone) report and a public report of the event were provided.



The timing of these milestones is given in the following table.

**Table 8: List of WP8 milestones**

Number	Title	Official delivery date
MS14	Website ready	January 2017 (Done on time)
MS15	Stakeholder Forum created	February 2017 (Done on time)
MS16	Organisation of the first NeMo Stakeholder Forum Conference	September 2017 (Done in October 2017)
MS17	Organisation of the second NeMo Stakeholder Forum Conference	September 2018 (Done in October 2018)



## Annex 1: List of scientific journals suitable for NeMo publications

Title (hyperlink to website)	Publisher	Description
<a href="#">IEEE Transactions on Intelligent Transportation Systems journal</a>	ITS Society	Subjects: Bioengineering; Computing & Processing (Hardware/Software); Fields, Waves & Electromagnetics; Transportation
<a href="#">IET Intelligent Transport Systems Journal</a>	Institution of Engineering and Technology	An interdisciplinary journal devoted to research into the practical applications of ITS and infrastructures. The scope of the journal includes (most relevant to NeMo in <b>bold</b> ): <b>Information collection and processing</b> ; In-vehicle ITS, safety and vulnerable road user aspects; <b>ITS aspects of electric vehicles</b> ; Public transport; Demand management and electronic payment systems; Traffic management; Fleet and public transport logistics; Emergency and incident management; Policy and institutional issues; <b>Interoperability, standards and architectures</b> ; Deployment and evaluation; Sustainability and environmental issues; Funding scenarios; Enforcement; Human machine interaction; <b>Education, training and outreach</b> ; Deployments with enabling technologies.
<a href="#">Signal Processing journal</a>	Elsevier B.V.	Subject areas covered by the journal include: Signal Theory; Stochastic Processes; Detection and Estimation; Spectral Analysis; Filtering; Signal Processing Systems; Software Developments; Image Processing; Pattern Recognition; Optical Signal Processing; Digital Signal Processing; Multi-dimensional Signal Processing; Communication Signal Processing; Biomedical Signal Processing; Geophysical and Astrophysical Signal Processing; Earth Resources Signal Processing; Acoustic and Vibration Signal Processing; Data Processing; Remote Sensing; Signal Processing Technology; Speech Processing; Radar Signal Processing; Sonar Signal Processing; Industrial Applications; New Applications.
<a href="#">Journal of Intelligent Transportation Systems: Technology, Planning, and Operations</a>	Taylor & Francis	Subject clarification: Aerospace & Air Transport Industries; Automotive Technology & Engineering; Civil, Environmental and Geotechnical Engineering; Computer Science; Economics, Finance, Business & Industry; Engineering & Technology; Industry & Industrial Studies; Intelligent & Automated Transport System Technology; Location Based Services; Networks; Power & Energy; Railway Transport Industries; Road Transport Industries; Shipping Industries; Systems & Computer Architecture; Transport & Vehicle Engineering; Transport Industries; Transportation Engineering
<a href="#">International Journal of Vehicular Technology</a>	Hindawi publishing corporation	A peer-reviewed, open access journal that publishes original research articles as well as review articles in all areas of vehicular technology.



Title (hyperlink to website)	Publisher	Description
<a href="#">Applied Ergonomics Journal</a>	Elsevier B.V.	Aimed at ergonomists and all those interested in applying ergonomics/human factors in the design, planning and management of technical and social systems. Professionals for whom Applied Ergonomics is of interest include: ergonomists, designers, industrial engineers, health and safety specialists, systems engineers, design engineers, organizational psychologists, occupational health specialists and human-computer interaction specialists.
<a href="#">International Journal of Intelligent Transportation Systems Research</a>	Springer	Serves a multi-disciplinary set of researchers and specialists in fields ranging from transportation, electrical, mechanical, and traffic engineering, as well as in policy planning, economics, and psychology. It reaches across disciplines to find solutions to the difficult issues surrounding the future transportation system and its impact on society.
<a href="#">IEEE Intelligent Transportation Systems Magazine</a>	IEEE ITSS	This establishes an interdisciplinary forum connecting experts in all fields of ITS. It publishes news on ITS as well as peer-reviewed articles quarterly that provide innovative research ideas and application results; report significant application case studies, and raise awareness of pressing research and application challenges in all areas of Intelligent Transportation Systems.
<a href="#">Electrical Systems in Transportation</a>	IET	Aimed at all aspects of electrical power systems in modern transport applications including generation, storage, distribution and utilisation.
<a href="#">IEEE Transactions on Smart Grid</a>	IEEE TSG	A cross disciplinary and internationally archival journal aimed at disseminating the results of research on smart grid that relates to energy generation, transmission, distribution, and delivery.

## Annex 2: List of NeMo public project deliverables

Number	Title	Work Package number	Short name of lead participant	Type	Delivery date and status
D1.1	Consolidated Version of the Use Cases and the Actors' Requirements	WP1	GIREVE	R	M07, Delivered, approved
D1.2	Report on latest technological and market developments in electro-mobility	WP1	RENAULT	R	M08, Delivered, approved
D1.3	Interoperability and Regulatory Requirements	WP1	HUBJECT	R	M07, Delivered, approved
D1.4	First Updated Report on latest technological and market developments in electro-mobility	WP1	Renault	R	M24 Delivered, awaiting approval
D1.5	Second Updated Report on latest technological and market developments in electro-mobility	WP1	Renault	R	M36
D2.3	Standards and protocols	WP2	HUBJECT	R	M36
D3.2	NeMo open European Inter-Roaming protocol	WP3	HUBJECT	DEM	M13, Delivered, approved
D3.3	NeMo Common Information Models	WP3	TOMTOM	DEM	M11, Delivered, approved
D6.3	NeMo Hyper-Network validation	WP6	ICOOR	R	M36



Number	Title	Work Package number	Short name of lead participant	Type	Delivery date and status
D7.1	Global adoption methodology and self-certification methodology for CPOs and EMP	WP7	ICOOR	R	M27, Delivered, awaiting approval
D7.2	Business model and regulatory guidelines	WP7	RENAULT	R	M31
D8.1	Communication Strategy and Plan	WP8	ERTICO	R	M03, Delivered, approved
D8.2	NeMo communication tools	WP8	ERTICO	R	M03, Delivered, approved
D8.3	Communication Strategy and Plan – first update	WP8	ERTICO	R	M15, Delivered, approved
D8.4	NeMo communication tools – first update	WP8	ERTICO	R	M18, Delivered, awaiting approval
D8.5	Communication Strategy and Plan – second update	WP8	ERTICO	R	M27, This document (delivered, awaiting approval)
D8.6	Proceedings of the NeMo Final Event	WP8	ICCS	R	M36
D8.7	NeMo communication tools – second update	WP8	ERTICO	R	M36

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