## D8.7: NeMo Communication Tools – second update

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<th>WP8: Communication, Dissemination and Liaison</th>
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<td>Hugo Roebroeck, Andrew Winder - ERTICO</td>
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## Revision and history chart

<table>
<thead>
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<th>Version</th>
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## Glossary of terms

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<th>Description</th>
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<tbody>
<tr>
<td>Dissemination procedures</td>
<td>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.</td>
</tr>
<tr>
<td>Electro mobility or e-mobility</td>
<td>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.</td>
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<tr>
<td>e-roaming or eRoaming</td>
<td>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.</td>
</tr>
<tr>
<td>Hyper-network</td>
<td>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.</td>
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<tr>
<td>MailChimp</td>
<td>Secure mailing list platform</td>
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## List of abbreviations and acronyms

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<thead>
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<th>Abbreviation</th>
<th>Meaning</th>
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<tr>
<td>DCM</td>
<td>Dissemination &amp; Communication Manager (ERTICO)</td>
</tr>
<tr>
<td>EMP</td>
<td>Electro Mobility Provider</td>
</tr>
<tr>
<td>EV</td>
<td>Electric Vehicle</td>
</tr>
<tr>
<td>GDPR</td>
<td>General Data Protection Regulation</td>
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<tr>
<td>ICT</td>
<td>Information and Communication Technologies</td>
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<tr>
<td>ITS</td>
<td>Intelligent Transport Systems</td>
</tr>
<tr>
<td>OEM</td>
<td>Original Equipment Manufacturer</td>
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<td>WP</td>
<td>Work Package</td>
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Executive Summary

This document presents the NeMo Communication Tools developed over the course of this three-year project. It is complementary to NeMo Deliverable D8.5: “Communication Strategy and Plan – second update”.

It gives an overview of the tools developed and their use in implementing the communication strategy and plan outlined in D8.5.

The deliverable includes the NeMo graphic identity guidelines to represent the NeMo brand consistently throughout all communication materials and dissemination activities.

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

The NeMo printed media package has included project posters/roll-ups, brochures, press, and technical and scientific papers. Electronic media include a project website, videos, mailing list, social media, webinars and partners’ media channels.

A project website is available that represents the NeMo project in detail and which is updated on a regular basis. The NeMo-specific social media accounts Twitter and LinkedIn have successfully supported project dissemination, with 343 followers of NeMo’s Twitter page (@NeMo_Electro; 433 tweets during the course of the project) and 163 members of the “NeMo_Electro” LinkedIn group (105 of whom are external to the consortium). Partners were also encouraged to use their own communication channels to maximise NeMo’s communication outreach: in particular considerable publicity was given on ERTICO channels (https://erticonetwork.com and @ERTICO on Twitter) which reaches a large number of ITS stakeholders including those involved in electro-mobility.

As the development of communication tools has been ongoing during the lifetime of the project, the Communication Tools report comprises three separate deliverables: D8.2 which was provided in the first year of the project, D8.4 which was the second year update in 2018, and D8.7 (this document) which is the final report on the communications tools used and achievements with respect to dissemination.
1. Introduction

The current document presents the NeMo Communication Tools deployed and is complementary to NeMo Deliverable D8.5: “Communication Strategy and Plan – second update”. While D8.5 covered aspects such as target audiences, stakeholder interactions, information to communicate and disseminate, planning, etc., this deliverable presents the tools developed and deployed to achieve this.

Most of the communication tools (printed and online media) are produced separately and are not deliverables in their own right; hence this document describes all such products and achievements. This deliverable is the final update to previous reports on Communication Tools, D8.2 (in 2017) and D8.4 (in 2018).

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

2.1 NeMo graphic identity and guidelines

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

2.1.1 Brand rationale, logo and size

The NeMo logo is both bold and versatile.

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

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

Figure 1: NeMo logo only

Figure 2: NeMo logo with strapline

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size (25mm wide), the master logo should always be used in full. Each element and its position in relation to each other have been carefully designed and should not be stretched, altered or distorted.

Master logos for all applications have been available from the DCM at ERTICO’s Communications Department. NeMo partners were advised to always follow these guidelines to ensure consistent use.

2.1.2 Colours

The NeMo logo is made up of a range of colours: the icon is a mix of CMYK greens with the NeMo icon in a mix of greys. On a white background, the NeMo logo full colour logo should always be used. In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reserved logo should be used.
Figure 3: NeMo logo colours

Incorrect use

Figure 4: Incorrect use of the NeMo logo
Brand colours and typeface

Figure 5: NeMo brand colours

Primary and Secondary colours

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

Figure 6: NeMo primary and secondary colours

2.2 Templates

A PowerPoint (ppt) presentation template for the project was developed by ERTICO. All partners used this template when presenting the project internally, as well as to third parties, unless at an event which specifies another format (e.g. a conference template which is obligatory for that event). The ppt templates consider of a set of basic slides covering the introduction, slide with bullets, slide with tables, slide with columns, and closing slide.
Figure 7: Basic set of NeMo slides

Two standard project presentations were developed for use by consortium partners in their presentations concerning NeMo. The first was a short “anonymous” version which can be used to run automatically, e.g. on a screen at an event stand (without the name of any presenter or company). The second was intended as a basis for partners to use for personal presentations (space for the presenter’s name and details and their organisation’s logo), where slides can be altered, added to or removed according to the presenter’s needs.

Both the template and the standard presentations were made accessible to all consortium partners via the NeMo project communication and information sharing online portal Redmine. They were also adapted to provide a comprehensive rolling presentation at the ERTICO stand at the ITS European Congress in Eindhoven in June 2019.
2.3 Other templates (agenda, minutes, deliverable)

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

2.4 Acknowledgements of EU funds

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

- The following acknowledgement text has systematically been included in publications related to the NeMo work:

“**This work is a part of the NeMo project. NeMo has received funding from the European Union’s Horizon 2020 research & innovation programme under grant agreement no 713794. Content reflects only the authors’ view and European Commission is not responsible for any use that may be made of the information it contains.**”

- For other communication activities, the EC emblem with the following phrase has been used:
"This work is a part of the NeMo project. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no 713794."

Material also carried the following disclaimer:

“*This [report, publication, material, etc.] reflects only the author's view and the Innovation and Networks Executive Agency (INEA) is not responsible for any use that may be made of the information it contains.*"
3. Printed media

3.1 Posters

A roll-up poster was produced in mid-2017 to present the project, its objectives; web, social media and contact addresses, and all consortium partners (Figure 9). A revised version was produced in 2018 with minor updates. They were used to promote the project at various events and workshops including the two NeMo Stakeholder Forums (Stuttgart, 2017 and Brussels, 2018), an IREN e-mobility public event (Turin, 2018), TRA (Vienna, 2018), the AVM e-Energy “EV-Sys” workshop (Karlsruhe, 2018), an IEEE event on e2e Mobility as a Service (Munich, 2018), the European Electromobility (cross-country) test drive launch and the NeMo Final Conference (both in Barcelona in 2019).

A general project poster was produced and displayed in March at EEVC-2017 (Geneva) and the 5th EU Electromobility Stakeholder Forum (Brussels), and in October at EVS30 (Stuttgart). These were identical (see Figure 10) except for event-specific branding on the top, as required by the event. A simpler poster was developed by the City of Barcelona in the form of a panel incorporated into its stand at Smart Cities Expo in Barcelona, November 2017.

Two detailed technical posters presented specific aspects of the project at the EUCAR Conference in Brussels, November 2017. These covered the demonstrations on ‘IT Environment for Service Creation & Delivery in an Electro-mobility Business Network’ (by IBM & TU Berlin) and on ‘Pan-European Inter-
roaming for Electro-mobility Business Network’ (by Gireve, Hubject and Renault) (more information on this event is given in Section 3.7.2 of NeMo Deliverable D8.3). These two posters in A0 format (Figures 11 and 12) were designed without event-specific branding in order to allow re-use at other events, or additional printing runs. They were for example also used at the Transport Research Arena (TRA2018) in Vienna, as part of an EV and charging station display and demonstration by NeMo.

![Figure 11: Technical posters on IT Environment for Service Creation and Delivery](image1)

![Figure 12: Technical poster on Pan-European Inter-Roaming](image2)

A poster was developed for the launch event of the second NeMo Cross-Country drive in Barcelona (May 2019) to test the inter-roaming protocol (Figure 13), which was also used in the Final Conference.

A series of eight technical posters was produced for the exhibition area of the NeMo Final Conference in Barcelona on 19 September 2019. The posters (examples in Figure 14) were developed on a common template and quality checked by ERTICO and other Steering Committee members. The posters were as follows:

- Open European Inter-Roaming Protocol (developed by Hubject and Gireve)
- Common Information Models (CIM) (developed by ICCS)
- Virtual Sensors for Electro-Mobility Services (developed by ICOOR)
- IT Environment for Service Creation & Delivery in an Electromobility Business Network (2-page poster developed by IBM and TU Berlin)
- Grid Services (developed by ICCS and ICOOR)
- Booking Services (developed by Mosaic Factor and City of Barcelona)
- V2G Wireless Authentication Solution and Test Framework for Smart Charging (developed by BroadBit and TU Berlin)
- NeMo Cross-Country Testing of Inter-Roaming Protocol (developed by IDIADA).

3.2 Exhibition panels

Specific panels were created to promote NeMo at certain events: the Smart City Expo World Congress in Barcelona and the ITS World and European Congresses.

The panels were created according to the format and requirements of the stands themselves: i.e. that of Barcelona City Council (Ajuntament de Barcelona) for the Smart City Expo in 2017 and the stands of ERTICO at the ITS World Congress in 2018 and the ITS European Congress in 2019.

In all three cases rolling PowerPoint presentations of NeMo (interspersed with the NeMo animated video at the two ITS Congresses) were incorporated into the display (see Figures 15, 16 and 17).
3.3 Brochures

A flagship brochure (Figure 18) was produced in early 2017, which presented the project concepts. Copies were distributed at NeMo events and external conferences, meetings etc. The brochure was updated and reprinted in September 2017 and again in May 2019, and is available at the project website: [http://nemo-emobility.eu/nemo-flyer-now-available/](http://nemo-emobility.eu/nemo-flyer-now-available/).

A final brochure (Figure 19) was produced in September 2019 which was based on the above design, but included key results at a high level. Technical results were not included as these are rather complex and in any case are available online and in deliverables. The final brochure was effectively aimed at raising awareness of the key results and benefits and promoting the Hyper-Network to potential business partners. This brochure was included in the pack to delegates at the NeMo Final Conference in Barcelona on 19 September 2019 and is also available online at [https://nemo-emobility.eu/nemo-project-brochure-2019/](https://nemo-emobility.eu/nemo-project-brochure-2019/).
For the second European Electromobility test drive that took place from May to July 2019, a single page flyer (Figure 20) was produced to highlight this major validation exercise which was also a key source of publicity for the project (regular updates and photos on social media, test drive stopping at major events on the route). This flyer also included a promotion for the NeMo Final Conference and Exhibition in Barcelona in September 2019. This flyer was made available at events visited by the test drive, most notably the ITS European Congress in Eindhoven and the Intercharge Network Conference (ICNC2019) in Berlin, as well as in the NeMo Final Conference and on the project website at https://nemo-emobility.eu/nemo-test-drive-2019-leaflet/.

A total of 1900 copies of the project brochure have been printed so far (plus 500 copies of the final brochure and 500 copies of the test drive flyer) and most have been distributed, in particular at the following events:

- EEVC – European Battery, Hybrid and Fuel cell Electric Vehicle Congress (March 2017, Geneva)
- 5th EU Electromobility Stakeholder Forum (March 2017, Brussels)
- DELFIN project event (e-mobility services research) (May 2017, Karlsruhe)
- ITS European Congress (June 2017, Strasbourg)
- IEEE-SOLI – International Conference on Service Operations and Logistics, and Informatics (September 2017, Bari)
- European “Researchers night” (September 2017, Athens)
- EVS30 – International Electric Vehicle Symposium and Exhibition (October 2017, Stuttgart)
- NeMo 1st Stakeholder Forum Conference (October 2017, Stuttgart)
- EUCAR Conference (November 2017, Brussels)
- Smart City Expo (November 2017, Barcelona)
- 100 years School of ECE NTUA – National Technical University of Athens (November 2017, Athens)
- ITS Hellas Conference (February 2018, Athens)
- Transport Research Arena – TRA (April 2018, Vienna)
- ACM e-Energy Conference (June 2018, Karlsruhe)
- ITS World Congress 2018 (September 2018, Copenhagen)
- International Conference on Smart Systems and Technologies (SST2018, October 2018, Osijek, Croatia)
- NeMo 2nd Stakeholder Forum Conference (October 2017, Brussels)
- AVERE E-Mobility Conference (October 2018, Brussels)
- Towards User-Centric Transport in Europe (Mobility4EU project final event, November 2018, Brussels)
- POLIS Annual Conference (November 2018, Manchester)
- GO-MOBILITY Trade Show (November 2018, Irun, Spain)
- Results from road transport research in H2020 projects (ERTRAC/EGVIA event, November 2018, Brussels)
- IEEE Event – Nurturing the Era of e2e Mobility as a Service (December 2018, Munich)
- 4th ITS Hellas Conference (December 2018, Athens)
- NeMo e-mobility service demonstration with ACEA (March 2019, Orbassano, Turin)
- Automobile Barcelona (May 2019, Barcelona)
- ITS European Congress 2019 (June 2019, Eindhoven)
- ICNC2019 – Intercharge Network Conference (June 2019, Berlin)
- NeMo Final Conference (September 2019, Barcelona).
Figure 18: NeMo brochure (2019 updated version)
Figure 19: NeMo Final brochure (2019)
3.4 Press

Press releases have been published by the consortium at key moments throughout the project’s lifecycle. ERTICO drafted the press releases in English and presented them, before publication, to the partners involved, if considered necessary.

Partners were given five working days to comment as per the NeMo dissemination procedures. If and when relevant, the same press releases were translated and adapted to the local audiences, as well as distributed to the national media contacts. Press releases were distributed to the ERTICO press list (about 1200 contacts), as well as to all other international members of the consortium press list.

- A first press release was issued on 4 October 2016 for the project launch.
- A second press release was issued on 17 January 2017 to announce the launch of the project website.
- A third press release was issued on 20 November 2017 to announce the completion of the first NeMo test drive through three countries; and was also issued in Italian on 27 November 2017 and in Spanish on 20 December 2017. All press releases can be found on the project website in a dedicated subsection under https://nemo-emobility.eu/press-releases/.
- A fourth press release was issued on 10 May 2019 to announce the beginning of the second test drive through 9 countries.
- A press invitation for the Final Conference and Exhibition was issued on 10 September 2019 (in English and Spanish).

We are aware of sixteen press articles on the project, in ITS International (UK), Canale 189 (Italy), ICT Plus (Greece), Dikaiologitika (Greece), Economy 365 (Greece), Make me feed (Italy), Automotive NL (Netherlands), Michanikos Online (Greece), AMNA news agency (Greece), All about Shipping (UK),
3.5 Scientific journals and technical papers

NeMo results have been published in several peer-reviewed scientific journals and popular industrial magazines. Open access of NeMo publications was secured to all interested users through the project and respective open access repositories. The publications achieved and planned are as follows:


The following Technical Papers were also published:

- Grid services for electromobility: NeMo’s approach towards ensuring EV charging QoS and power system robustness through ICT applications (T. Theodoropoulos), EEVC 2018
- EV charging QoS and power system robustness through ICT applications; NeMo’s approach (T. Theodoropoulos), ITS World Congress 2018
- Common Information Models for standardised distributed interoperable EV services (E. Portouli, T. Theodoropoulos, C. Anagnostopoulou, A. Amditis), EVS 31 & EVTeC 2018
- Virtual Sensors for Electromobility (M.P. Fanti, M. Nolich, M. Roccotelli, W. Ukovich), IEEE 5th International Conference on Control, Decision and Information Technologies (CoDIT2018)
- Business Scenarios and Data Flow in NeMo Hyper-Network (Z. Jakó, Á. Knapp), International Conference on Smart Systems and Technologies (SST2018)
3.6 NeMo branded goods

NeMo branded cardboard document folders were designed by ERTICO for the Second Stakeholder Forum in October 2018 (print run of 200). As these specifically did not mention any event or date, the remaining stock was used for the agendas and other information in the NeMo Final Conference in September 2019.

Also produced for the NeMo Final Conference, and given out at the event to the participants, speakers, project partners, and senior staff and elected officials of the City of Barcelona (which hosted and supported the event) were the following branded items:

- Organic cotton bag: 180 ordered
- Cardboard eco-touchscreen pen: 250 ordered
- Powerbank solar charger 4000 mAh: 150 ordered
- Wooden USB stick: 150 ordered

The above were all produced from recycled or recyclable materials, to promote the ecological theme of NeMo and also to align to the policy of the final event venue (Ca l’Alier / Barcelona City Council) of minimising or eliminating plastic waste.

Figure 21 shows the NeMo materials provided at the Final Conference, together with printed material (agenda, brochure, test drive flyer).
4. Electronic media

4.1 Website

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

4.1.1 Structure and content

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

- **Homepage:**
  - Features a visual banner with rotating imagery illustrating NeMo Hyper-Network for eMobility, the Hyper-Network for eRoaming, the Hyper-Network for eCharging (see Figure 22).
  - Tagline “Making electromobility more attractive” with five sub categories: adoption, security & reliability, energy management, reducing barriers, and business facilitation.
  - Why NeMo? EV range and charging options; Energy and grid-related issues; Data exchange issues; Diver e-roaming platforms.
  - Full-width embedded video player displaying the project video presentation
  - Latest News and Latest Tweets
  - Bottom banner with social media icons, contact details of Project Coordinator and Dissemination Manager, EU flag and reference to the EU funding.

- **About NeMo:**
  - Aims & vision: describes the five high level objectives of the NeMo project
  - Approach: describes the nine work packages with main tasks (each WP description is expandable/collapsible on the same page – see Figure 23)
  - Partners: mentions all consortium partners, partners are categorised per industry sector they represent (Research Institutes and Universities, Automotive Industry, Roaming Platforms, Electro mobility service providers and technology and software developers, Distribution System, Public Authorities, Road Operators, European ITS Association)
  - Facts & figures: includes basic facts of the project (funding, duration, Project Coordinator, test sites)
  - Glossary: includes all acronyms used in the project. The glossary functions elsewhere on the site in such a way that whenever the cursor is moved over an acronym, the explanation provided in the glossary appears.

- **Hyper-Network:**
  - What is it?
  - Use cases:
  - Services/components
  - Test sites: includes a short description of the five test sites involved in the NeMo project (Austria, France, Germany, Italy and Spain); for each test site there is a short description of the location and of the main focus of tests using NeMo.

- **News & Media:**
  - News. 35 news items (see Figure 24). Two of these items during 2017 (Stakeholder Forum and Test Drives) include a link to photos hosted on the Flickr platform (129 photographs in total). The use of Flickr as a central platform for hosting project photographs of subsequent events was discontinued in 2018 due to a change in the
site policy imposing a hard limit on the number of pictures that can be stored in free accounts; from that point on pictures of events and project activities were made directly available on the project website in the news articles covering these activities.

- Videos (project video presentation and webinar recordings, hosted on the ERTICO YouTube channel):
  - Project animation: [https://youtu.be/4jXelC4NwKA](https://youtu.be/4jXelC4NwKA) (0:58)
  - Webinar on Service Creation in Electromobility Networks: [https://youtu.be/kXbGArsHg3k](https://youtu.be/kXbGArsHg3k) (40:44)
  - Final project video: [https://youtu.be/50Utzw8Hs24](https://youtu.be/50Utzw8Hs24)

- Events:
  - Upcoming and recent NeMo events, events where NeMo has a presentation or demonstration, and other events if directly relevant to the topic of NeMo. In particular, separate pages (drop-down menus) were provided for three major events in 2019: the NeMo Hackathon, the European Electromobility Test Drive and the Final Conference.

- Publications:
  - Presentations given at events, including:
    - 2017 ITS European Congress, Strasbourg
    - 2017 IIEE International Conference on Service, Logistics and Informatics
    - 2017 1st NeMo Stakeholders’ Forum Conference and Developer Session, Ehningen, Stuttgart
    - 2017 Smart City Expo World Congress, Barcelona
    - January 2018 Webinar on Service Creation in Electromobility Networks.
    - 2018 EQVIA workshop on EVs and their integration into the grid, Brussels
    - 2018 ITS World Congress, Copenhagen
    - 2018 2nd NeMo Stakeholders’ Conference, Brussels
    - POLIS Annual Conference 2018, Manchester
    - IEEE event ‘Nurturing the era of e2e MaaS’, Munich
    - Results from road transport research in H2020 projects, Brussels
    - Scientific Conference on Smart Transportation (Okos Közlekedési Tudományos Konferencia), Zalaegerszeg, Hungary
    - 2019 ITS European Congress, Eindhoven-Brainport
  - Deliverables: This lists deliverables (completed and pending) by WP. Public deliverables will be uploaded to this section as pdf downloads after approval by the EC. Pending approval, a non-confidential Executive Summary is given for all completed deliverables. These can be viewed by expanding the box for the relevant WP (see Figure 25).
  - Other publications: Posters, roll-up banner and project brochures.

- Forum & contacts:
  - Join NeMo: Website visitors can join the NeMo forum and will be kept updated on all project news, results and events. Registered visitors will be part of the NeMo forum mailing list. It also advises interested parties on how to become an associate partner and to register their interest in being part of the future Business Alliance for Electro-Mobility.
  - General enquiries: contact the NeMo project via [info@nemo-emobility.eu](mailto:info@nemo-emobility.eu)
MAKING ELECTROMOBILITY MORE ATTRACTIVE

ADOPTION

The NeMo team aims to make electromobility more attractive and facilitate its mass adoption in the road transport sector.

REDUCING BARRIERS

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

Figure 22: NeMo website: Homepage
## APPROACH

The NeMo project includes 9 Work packages (WP).

<table>
<thead>
<tr>
<th>WP 1</th>
<th>Actors' needs and requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WP Leader:</strong> FOOR</td>
<td></td>
</tr>
<tr>
<td><strong>Description:</strong> WP1 has created a list of relevant mobility actors and studied their needs and requirements. It has selected the most relevant business scenarios and use cases, based on which the rest of the Work Packages will continue. It has defined the functional and non-functional requirements for the NeMo Hyper-Network, including business and data privacy and security issues as well as requirements relevant to interoperability and regulatory issues. It also monitors the technology and market developments regarding ICT services, CPNs, DPAs, NMAs, CDAs, billing platforms and current business models, so as to guide and adjust the project's development.</td>
<td></td>
</tr>
<tr>
<td><strong>Strategies:</strong></td>
<td></td>
</tr>
<tr>
<td>T1.1 Definition of actors' needs per sector</td>
<td></td>
</tr>
<tr>
<td>T1.2 Technology and market monitoring</td>
<td></td>
</tr>
<tr>
<td>T1.3 Services and use cases</td>
<td></td>
</tr>
<tr>
<td>T1.4 Requirements</td>
<td></td>
</tr>
<tr>
<td>T1.5 Interoperability and regulatory requirements</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WP 2</th>
<th>Specifications, Reference Architecture and Functional Design</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>WP 3</th>
<th>NeMo Data Management</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>WP 4</th>
<th>NeMo Hyper-Network design and development</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>WP 5</th>
<th>Electromobility actors' services</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>WP 6</th>
<th>Integration and Validation</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>WP 7</th>
<th>Deployment, business model, operational and organisational issues</th>
</tr>
</thead>
</table>

**Figure 23: NeMo website: About NeMo – Approach (showing expandable sections for each WP, with the WP1 text expanded)**
NeMo Final Conference and Exhibition wraps up in Barcelona
Sep 27, 2019
The NeMo Project is reaching its conclusion this month after almost two years of research and development, and the consortium partners gathered in Barcelona to present their results at the NeMo Final Conference and Exhibition on 13-14th of September. Launched in October 2016, NeMo's aim was to present the world a clean, cost-effective, and sustainable solution for the charging of electric vehicles.

Hackathon winner eChange to present his charging solution at NeMo Final Conference
Aug 9, 2019
We are pleased to announce that the NeMo Hackathon, the "eChange" community-based EV charging solution from the German start-up SHL eChange, has won the competition and will present his innovation at the NeMo Final Conference.

NeMo project shows long-distance partnerships in electric vehicles are possible thanks to Inter-Roaming
Jul 17, 2019
Last month in Barcelona, the NeMo project demonstrated the feasibility of interconnecting charging networks across Europe. The project successfully connected four charging networks and demonstrated the feasibility of long-distance partnerships in electric vehicles.

NeMo highlights from the E-Transport ITS European Congress 2019
Jul 11, 2019
Partners of the NeMo project presented their latest developments at the ITS Europe Congress in Milan, Italy. The project showcased its innovative solutions for the charging of electric vehicles and highlighted the potential for long-distance partnerships.

Figure 24: NeMo website: News section
Figure 25: NeMo website: Publications – Deliverables section (showing expandable sections for each WP, each of which includes a short non-confidential Executive Summary for completed deliverables)

4.1.2 Updating

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

4.1.3 Monitoring of website performance and use

The free web analytics service of Google Analytics was used to retrieve data from the backend of the project’s website and generated detailed reports on a regular basis with insights about the NeMo website traffic.

The number of unique visitors to the website in the month preceding the finalisation of this deliverable (September 2019) was 623. Over the previous 12-month period, an average of 491 unique visitors per month accessed the site. Figure 26 shows the evolution in visitors to the NeMo website over the past year. Peaks are noticeable around March 2019 (announcement of the clean mobility hackathon and D8.7: NeMo Communication Tools – second update)
hackathon introduction webinar) and July 2019 (following the second test drive). The upward trend in visitors already visible in the previous year is confirmed, with the number of monthly visitors oscillating between 400 and 600, from a maximum of 400 in early 2018.

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

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

Visitors who click their way beyond the front page are most interested in the presentation of the project and of the consortium, the hackathon, news, and publications, with the average visit lasting 2 minutes and 6 seconds.
### Sessions by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>1,172</td>
</tr>
<tr>
<td>Spain</td>
<td>977</td>
</tr>
<tr>
<td>United States</td>
<td>966</td>
</tr>
<tr>
<td>Belgium</td>
<td>888</td>
</tr>
<tr>
<td>Greece</td>
<td>622</td>
</tr>
<tr>
<td>Italy</td>
<td>517</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>367</td>
</tr>
<tr>
<td>France</td>
<td>363</td>
</tr>
<tr>
<td>India</td>
<td>342</td>
</tr>
<tr>
<td>Japan</td>
<td>279</td>
</tr>
</tbody>
</table>

**Figure 27: Website visitor sessions per country**

### Sessions and % New Sessions by Source/Medium

<table>
<thead>
<tr>
<th>Source/Medium</th>
<th>Sessions</th>
<th>% New Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>google / organic</td>
<td>4,194</td>
<td>72.03%</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>2,555</td>
<td>73.66%</td>
</tr>
<tr>
<td>teclo / referral</td>
<td>410</td>
<td>19.02%</td>
</tr>
<tr>
<td>bing / organic</td>
<td>183</td>
<td>87.43%</td>
</tr>
<tr>
<td>linkedin.com / referral</td>
<td>179</td>
<td>35.20%</td>
</tr>
<tr>
<td>nemo.diviprojects.wpengine.com / referral</td>
<td>118</td>
<td>0.00%</td>
</tr>
<tr>
<td>security-eu.mimemail.com / referral</td>
<td>75</td>
<td>0.00%</td>
</tr>
<tr>
<td>ajuntament.barcelona.cat / referral</td>
<td>73</td>
<td>80.27%</td>
</tr>
<tr>
<td>erticonetwork.com / referral</td>
<td>68</td>
<td>38.24%</td>
</tr>
<tr>
<td>ertico.com / referral</td>
<td>61</td>
<td>80.33%</td>
</tr>
</tbody>
</table>

**Figure 28: Number of website sessions and percentage of new sessions per source**
4.2 Videos

A first general NeMo teaser video was produced in the form of a one-minute animation, aimed at a general audience and communicating the expected benefits of the project (Figure 31). It includes narration as well as subtitles and is therefore suitable for showing in exhibition areas of events (with or without sound), as well as in meetings/conferences and on-line. Subtitles in .srt format were also made available to partners, allowing them to easily create localised subtitles in order to reach broader
audiences. In order to reach out to non-English speakers and disabled viewers, and to present the video at events and conferences where sound is not available, subtitles have been provided in 11 languages (English, French, Spanish, Catalan, German, Polish, Hungarian, Greek, Croatian, Slovak and Italian).

It was completed in January 2018 and is hosted on the ERTICO YouTube channel, and is also embedded in the front page of the project website. Other partners have also promoted it, for example it is embedded in the projects page of the City of Barcelona (http://ajuntament.barcelona.cat/imi/es/proyectos/). The video was re-uploaded from a new account in February 2019, and at the time of writing had 320 views. The video can be found at https://youtu.be/4jXelC4NwKA.

The final project video (Figure 32) is a compilation of interviews with the coordinator and with partners, filmed at the test sites and at relevant events where the project was presented. It includes demonstrations of some services, as well as footage from the second test drive performed in May-June 2019. In order to represent the linguistic diversity of the European Union, some of the interviews have been recorded in Spanish and Italian, with English subtitles available for English-speaking audiences, viewers with a hearing deficiency, and for static showing at events and conferences where sound is not available. A final draft of the video was shown in silent mode during the breaks in the NeMo Final Conference. The video is available at https://youtu.be/50UtzW8Hs24.
In addition, the NeMo website carries videos of two NeMo webinars (see section 4.5) as well as a demonstrator of an EV itinerary planner developed by TomTom. Users can try this themselves, the link to the planner: http://nemo-tomtom.westeurope.cloudapp.azure.com:1100/request_user_auth is given on the NeMo website video page. It enables the user to select one of three models of electric vehicle used in the project (Fiat 500e from CRF, Renault ZOE or Honda Clarity) and displays the vehicle range “spider map” for the selected car depending on the entered state-of-charge, the expected maximum driving range and the minimum charge level the user will accept on reaching the destination. It also allows the planning of a journey, including charge points on the route in cases where the range is insufficient to complete the journey on the remaining charge.

Videos are available on YouTube (ERTICO ITS Europe channel: https://www.youtube.com/channel/UCFbyvXI0xdACdGK9aDx4hRg), embedded on the NeMo website, promoted on Twitter and LinkedIn, and shown at relevant events.

4.3 NeMo Stakeholder Forum

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

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

Currently this list comprises 34 genuine members (all external to the NeMo consortium). It was however found that a majority of subscriptions were clearly spam which is why the list was not made the first priority for dissemination. Also, experience across several projects and activities has shown that people are less inclined to join mailing lists than was the case some years ago, due to higher volumes of
unwanted emails, and following social media channels is becoming more prevalent instead. In order to comply with legal requirements tied to the entry into force of the General Data Protection Regulation in 2018, registered contacts had to be informed that they would have to re-register manually in order to remain on the newly constituted mailing-list; all contacts from the existing list had to be deleted. Not all contacts took the necessary steps to re-register, which had an impact on the growth of the NeMo contact list.

Electronic newsletters were originally planned to highlight NeMo status, progress and next steps. However, after thorough discussion among the consortium and taking into consideration based on partners’ hands-on experience in the communication and dissemination field in different projects, it became clear that nowadays e-newsletters are read only by a minority of recipients and most are deleted without being opened. Unless there is a regular flow of relevant news which is not disseminated elsewhere, they tend to demotivate readers from following a project and the level of work required in producing them (layout, content) does not justify their effects. Because projects such as NeMo generate results on a non-linear basis, with most coming at the end of the project, and also because most of these results are more complex than can be adequately presented in a general newsletter, it was decided that news is best conveyed on the project website and in articles using partners’ media (e.g. ERTICO, here: https://erticonetwork.com/final-results-of-electro-mobility-network-projects-are-presented-in-barcelona), with links to more technical information (such as deliverables) for those interested in this level of detail. Then stakeholders are informed of such new content via social media (NeMo Twitter page and LinkedIn group – see section 4.4 below), to raise awareness. All major NeMo news items were also published in the ERTICO weekly newsletter, with events being featured repeatedly ahead of time for maximum exposure (with event invitations also being sent to the mailing list subscribers). The ERTICO newsletter reaches out to 3386 subscribers (as of September 2019). In addition, use was made of key social media accounts of partners, in particular ERTICO (6944 followers) and Barcelona Mobility (23,100 followers) for additional exposure and outreach.

4.4 Social Media

4.4.1 LinkedIn

A project-specific LinkedIn Group called “NeMo_Electro” was created at the beginning of the project (www.linkedin.com/groups/12012387, Figure 33). All major project updates and announcements are shared with the members of this Group. The Group is closed, meaning that interested stakeholders must apply to join. The NeMo DCM approves the membership. This is checked almost daily and normally all applicants are rapidly approved, unless it appears to be a spam account with no contacts or other activity even remotely related to transport, energy, ICT or other NeMo themes.

The LinkedIn group has proved a good way to notify stakeholders to new content on the NeMo website (news, events, etc.) and hence increase traffic to the site and sustain interest in the project.

There have been 61 posts in the group since its inception in October 2016, most of which were directly related to NeMo (events, achievements, other project news), whereas 14 were on other electro-mobility aspects (related projects or news relevant to the topic of NeMo).

The group comprises 163 members (as at end of September 2019), of whom 58 are NeMo partners and 105 are external.

The following is a breakdown of the 105 external members by broad sector of activity:

- Industry: 24 (including OEMs)
- Service providers: 53 (including operators, IT consultants, etc.)
- Research organisations: 12
• Academia: 9 (including students)
• Public authorities: 3
• Associations: 4

4.4.2 Twitter

The NeMo twitter account is called @NeMo_Electro (Figure 34). WP8 has organised periodical social media campaigns around key project milestones, for example regular Twitter updates during the first cross-country test drive in 2017, the second drive in 2019, during the first and second Stakeholder Forum Conferences, and the Final Conference in 2010.

Twitter has also proved a good way of growing NeMo’s visibility (in particular through retweets by users tagged by NeMo, for example projects partners or Twitter accounts/hashtags for events in which NeMo has participated). Hashtags such as #NeMoConference, #NeMoTestDrive, etc. were developed and
used. Twitter is also used to share information about related projects and other news in the broader area of electro-mobility.

Twitter statistics, as at 1st March 2018 and 27th September 2019, are as follows:

- Number of users following the NeMo account: 155 in March 2018; 343 in September 2019.
- Number of accounts followed by NeMo (including all project partners and key electro-mobility actors): 153 in March 2018; 177 in September 2019.
- Total number of messages published (cumulative to date): 221 by March 2018; 433 by September 2019. 70% were original messages and 30% were retweets.
- Total number of media (photos or videos) published (cumulative to date): 44 by March 2018; 184 by September 2019.

![NeMo E-mobility](image)

**Figure 34: NeMo Twitter page**

### 4.5 Webinars

The DCM has organised webinars at key project milestones. Webinars intend to pass the message to a wider audience and validate the project findings with a broad number of key stakeholders.

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

It was announced in early January 2018 on the project’s communication channels and members of the NeMo Stakeholder Forum mailing list were contacted and invited to register. A publicity banner was created for use on social media, in email signatures, etc. (see top banner in Figure 35).
A total of 33 persons (excluding the presenters) registered for the Webinar and all 33 of them participated. A recording of the technical part of the webinar and a link to the presentations is available on the NeMo website (http://nemo-emobility.eu/watch-nemo-webinar-service-creation-electromobility-networks/) and this link was also emailed to participants (anonymously in blind copy).

IBM presented a webinar on NeMo at the event “Standards for Connected and Autonomous Transportation Nurturing the Era of e2e Mobility as a Service (MaaS)” in Munich on 13 December 2019.

A NeMo webinar was held on 19 March 2019 as an introduction to the Hackathon. Although it was widely promoted (including using the second banner in Figure 35), only 13 people registered and 7 attended, however it was aimed at a very specific group of technical actors. A link to it is available at https://nemo-emobility.eu/watch-it-again-electromobility-hackathon-introduction-webinar/ and it is also available on YouTube at https://www.youtube.com/watch?reload=9&v=fEyBrAWMyQ (with 104 views to date).
5. Timing of communication tools

5.1 List of official WP8 milestones

**MS14 Website ready**
A first (basic) project web page was provided at the beginning of the project (early October 2016) and the full project website is online from January 2017. Status: Achieved ([http://nemo-emobility.eu](http://nemo-emobility.eu)).

**MS15 Stakeholder Forum created**
Persons have been contacted and agreed to be part of the Forum. Status: Achieved.

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

**MS17 Organisation of the second NeMo Stakeholder Forum Conference**
For more information:

NeMo Project Coordinator:

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Research Director
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