




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

NeMo D8.1. Communication Strategy and Plan

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Glossary of terms

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



List of abbreviations and acronyms

Abbreviation	Meaning
API	Application Programming Interface
BMS	Battery Management System
CP	Charge Point
CPO	Charge Point Operator
DCM	Dissemination & Communication Manager (Maria De Rycke at ERTICO)
DSO	Distribution System Operator
eMI ³	eMobility ICT Interoperability Innovation group
EMP	Electro Mobility (service) Provider
EUCAR	European Council for Automotive Research & Development
EURELECTRIC	Union of the Electricity Industry
EV	Electric Vehicle
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
ITS	Intelligent Transport Systems
OEM	Original Equipment Manufacturer (automotive industry)
PaaS	Platform as a Service



Abbreviation	Meaning
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 complementary to D8.2 NeMo Communication Tools, which presents the project brand, style, templates, news media, website and social media.

It is a living document and will be updated once year in December, following the annual review. In its updates, due in Months 15 and 27 of the project, the Communication Strategy and Plan will include a list of activities of the NeMo consortium took part in and report on the efficiency of the different communication channels along a set of pre-defined KPI targets.

It covers the key audiences for dissemination, which are public authorities and policy makers, research institutes and universities, industry, EV manufacturers, 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, 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 will liaise with stakeholders via the proposed Stakeholder Forum, ensuring that NeMo reaches out to the right actors and produces useful outputs. This will take the form of a mailing list, social media accounts, webinars and physical meetings (annual stakeholder conference). The project will also develop liaison activities in the area of policy, EU-funded projects, EU-funded projects, organisations, platforms, and standardisation bodies. Specific attention will be given to established groups, such as the eMI³ (electro mobility ICT Interoperability Innovation) group, HyER (Hydrogen Fuel Cells and electro mobility in European Regions), EURELECTRIC, as well as standardisation groups relevant to electro mobility. Information will additionally be shared with related H2020 projects.

Communication tools (more fully described in Deliverable D8.2) will 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), Twitter and LinkedIn accounts, websites and social media of project partners, posters, brochure, videos and webinars. The content will include news and magazine articles, press releases, events (both NeMo event and participation in external events such as congresses), technical and scientific papers.



1. Introduction

1.1 Purpose of this plan

The vision of NeMo is to create a Hyper-Network of new and existing tools, models and services which will provide seamless interoperability of electro mobility services, 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 eRoaming 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 that will 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.

The document explains the dissemination strategy of the project, presenting the contribution expected from the partners. Finally, the document identifies the organisations / initiatives a liaison activity needs to be developed with, which consortium partner will be responsible for which activity and which tactics will be used to establish the liaison.

The Communication Strategy and Plan will be updated yearly in December 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/interested in the project.

The members of the consortium will have regular meetings throughout the duration of the project, and some meetings on specific issues may be held as conference calls. The consortium will meet at least once a year to discuss the progress of the project, which will allow them to also assess the effectiveness of the communication strategy.

Promotional materials for project including articles and press releases may be translated into the languages of the project partners when relevant. The project partners will be responsible for the in-house translation of press releases and leaflets.

Close cooperation between WP8 and the other WPs will be essential for the creation of high quality documents, news, articles and videos. In general, ERTICO will initiate official project-wide communication activities and will then send requests to partners to ensure their contribution. Other partners may also initiate activities according to the agreed dissemination procedures. Wherever relevant (for instance the NeMo stakeholder workshops and final event), a more detailed communication work plan will be developed to ensure effective and efficient cooperation within the consortium to ensure high quality output.

Some typical communication campaigns and activities include the cross-country testing and final event, representation of NeMo in European and international events, media campaigns and conferences with relevant updates of the website and liaison with the media.



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 whom the project will be distributing news and communicate NeMo results and benefits.

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 improved air quality as a result of transport moving towards electric propulsion as the EV adoption rate increases. In urban areas especially, this will in turn lead to 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 will 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.

2.1.2 Research institutes and universities

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

The communication will focus on the integration of the NeMo results and activities in teaching activities such as subjects for Master theses or part of a Ph.D. thesis. At the moment, work on grid related services is part of one Ph.D. thesis at ICCS. NeMo wants to transfer experience gained and lessons learned in the new generation of scientists and technicians but also to give rise to even more innovative approaches and ideas in the area of electro mobility in the future. Therefore, the NeMo project will target graduate and undergraduate students, as well as young scientists and PhD candidates. For this, technologies and results of the project will be presented in one lecture within the context of the electricity grid systems of the School of Electric and Electronics Engineers of the National Technical University of Athens (to which ICCS belongs), as well as in relevant lectures at FKA (RWTH Aachen University) and DAI-Labor (Technical University of Berlin) and will be the subject of PhD and MSc theses during the course of the project.



2.1.3 Industry and SMEs

EV manufacturers (OEMs)

EV OEMS (electric vehicle manufacturers) are looking for smarter and more advanced Battery Management System (BMS), leading to longer battery life time and increased range. They also need to deliver better services to EV users. They are also 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 TCO compared to ICE.

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

Communication will focus 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 EV OEMs.

Electro mobility service providers (EMPs)

NeMo communication will focus on the following message: the electro mobility Open Cloud Marketplace and NeMo can be exploited by EMPs and SMEs for 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

IT Suppliers include 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 will allow 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.

Thanks to NeMo's standardisation work (global standardised Common Information Model) and the creation of one charging-station database will empower SMEs, but also large service providers and industries, 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, 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

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 provide the ability to grid operators, DSO 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 the 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 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 the energy players and for the consumers.

2.1.5 End users

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

End users are hindered in their adoption of EV because of the limited range of the vehicles and the lack of interoperability. They have adopted EVs for short-distance use in localised areas where they have access to public charging facilities. User adoption of EV for the 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 with the end users with regard to EV. Thanks to NeMo, the user of EV 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. NeMo will reduce charging times for EV users and potentially also offer lower prices.

2.1.6 Standardisation bodies

Standardisation and regulation is a key driver 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 is widely accepted and can evolve in time, and could be adopted as a reference in terms of policy efforts let at EC level.

NeMo will create 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 online, real-time information to the end-user about availability and characteristics of CPs.

Electro mobility is a new technology 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 allow the integration of non-standardised technologies and services.



2.1.7 International dimension

The NeMo project has global exploitation potential. The electro mobility sector faces similar issues worldwide, and this is a solid argument for NeMo's commercialisation potential. The target of NeMo marketing focus is mainly and firstly the EU market. It is expected that the development of the pan-European eRoaming framework will greatly assist in promoting NeMo services to European markets. Following the sufficient penetration in the EU market, it is expected that the markets of US, China and Japan will follow, since they are the markets with larger EV adoption rates and larger EV sales in general.

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

2.2 Key messages

The following are initial key messages valid at the start of the NeMo project, focusing on expected outputs. Clearly as the project progresses there will be changes, most notably messages relating to actual achievements and results, which will be added to this section in terms of their relevance to different target groups in the two annual updates of this deliverable.

2.2.1 Messages at project level

- NeMo will create 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 bring down digital and physical barriers
- NeMo will facilitate increased service availability, the better planning and 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.
- It presents a step change in order to reduce dependence of road transport on fossil fuels, to improve air quality in urban areas and to reduce greenhouse gas emissions. It will contribute to improving 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 and 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 electro mobility Open Cloud Marketplace and NeMo offer 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 (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.
- 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 to complement and link them.

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

- 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, management and service offering, making EVs more attractive for the energy players as well as for the consumer.

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, 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, the cloud-based platform with open APIs and standardised common user interface, 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 Liaison

WP8 will create the NeMo **Stakeholder Forum** to ensure that NeMo reaches out to the right actors and produces outputs that are useful to stakeholders. The Stakeholder Forum will engage companies, associations, authorities and other actors outside the NeMo project consortium to exchange information, experiences, feedback and best practice.

Members may include electric vehicle manufacturers, fleet operators, charge point operators, road infrastructure operators, public authorities, electrical distribution system operators, service providers and other bodies involved in, or interested in electro mobility. This also includes academics, researchers, students and the media.



Different Forum members will have different levels of involvement, depending on their interest, expertise and available time. Members of the forum may choose to simply follow news of project developments, outputs and events, without engaging further with the project. This will be done via the NeMo mailing list as well as social media (they can join the NeMo LinkedIn Group and / or follow the project on Twitter).

WP8 will encourage members of these initiatives to provide comments and feedback on the project's approach and outputs, in order to ensure it is applicable and relevant across different sectors and in different European countries. NeMo Forum members will be invited to the NeMo annual Stakeholder Forum meeting as well as to the Final event in 2019. They will be notified of other events in which NeMo will be involved (conference presentations, discussion sessions, etc.).

NeMo will develop **liaison activities** in the area of policy, EU-funded projects, EU-funded projects, organisations, platforms, and standardisation bodies. Specific attention will be given to established groups, such as the eMI³ electro mobility ICT Interoperability Innovation group, HyER (Hydrogen Fuel Cells and electro mobility in European Regions), EURELECTRIC, as well as standardisation groups relevant to electro mobility.

In addition, information and ideas will be shared with related H2020 projects. Emphasis will be given on clustering and liaising with other relevant Research, Development and Innovation projects, like the H2020 ELECTRIFIC and OPTEMUS projects and the FP7 FABRIC project. Possible collaboration in joint workshops or other activities and events will be sought wherever possible. Partners will also seek every opportunity to discuss NeMo evolutions within related organisations, associations and networks where they already participate, and technical advances will be presented in respective technical meetings and fora.

NeMo will discuss results in international associations, organisations, fora and groups they are participating in or liaising with (i.e. EUCAR, ITS Japan, ITS America, UITP – International Association of Public Transport etc.) and present the project's technical achievements through bilateral discussions with relevant stakeholders and ad-hoc meetings.

NeMo will establish cooperation with the DCMs of these activities so that NeMo announcements, press releases, events, etc. are promoted in their networks, and key players are invited potentially as speakers at NeMo events.

2.4 Stakeholder analysis

In order to ensure a coherent development of its activities, NeMo will develop liaison activities with following activities represented in Table 1. This table presents a non-exhaustive list of potential stakeholders and will be updated throughout the project.



Table 1: Stakeholder analysis

Interested Party	Current Relationship	Desired Relationship	Interfaces	Key Message
PLATFORMS				
eMI3 (eMobility ICT Interoperability Innovation)	To be initiated	Liaison	ERTICO, GIREVE, HUBJECT, Renault, TomTom	NeMo solutions will contribute as input towards any possible future updates of the eMI3 specifications
Platform of Public Authorities	To be initiated	Liaison	ERTICO	Tbc
ERTICO's "ITS for electro mobility program"	To be initiated	Liaison	ERTICO	Tbc
RELEVANT ORGANISATIONS, ASSOCIATIONS, NETWORKS				
EURELECTRIC	To be initiated	Liaison	ICCS	NeMo's results, solutions and progress will be shared and communicated on a regular basis, in view of establishing collaboration links between interested parties.
EUCAR European Council for Automotive R&D	To be initiated	Liaison	ICCS	NeMo's results, solutions and progress will be shared and communicated on a regular basis, in view of establishing collaboration links between interested parties.



Interested Party	Current Relationship	Desired Relationship	Interfaces	Key Message
ITS Japan	To be initiated	Liaison	ICCS	NeMo's results, solutions and progress will be shared and communicated on a regular basis, in view of establishing collaboration links between interested parties.
ITS America	To be initiated	Liaison	ICCS	NeMo's results, solutions and progress will be shared and communicated on a regular basis, in view of establishing collaboration links between interested parties.
UITP – International Association of Public Transport	To be initiated	Liaison	ICCS	NeMo's results, solutions and progress will be shared and communicated on a regular basis, in view of establishing collaboration links between interested parties.

EU FUNDED PROJECTS

ELECTRIFIC: Enabling seamless electro-mobility through smart vehicle-grid integration (H2020)	To be initiated	Liaison	ICCS	Explore possibilities for synergies and for organising common events
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Interested Party	Current Relationship	Desired Relationship	Interfaces	Key Message
OPTEMUS: Optimised energy management and use (H2020)	To be initiated	Liaison	ICCS. CRF	Explore possibilities for synergies and for organising common events
FABRIC: Feasibility analysis and development of on-road charging solutions for future electric vehicles (FP7)	To be initiated, although common coordinator and several partners in common. Note that FABRIC ends in December 2017	Liaison	ICCS, ERTICO, CRF, FKA, Tecnositaf, TU Berlin	Explore possibilities for synergies particularly regarding business models

NATIONAL PROJECTS

Tbc				
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STANDARDISATION BODIES

Standardisation groups relating to electro mobility ISO/IEC and ETSI ITS standardisation bodies	To be initiated	Liaison	Broadbit	Share results of creating customer interfaces for isolated infrastructure and actors. Inform on gaps in communication chain from energy producers to the end EV user and NeMo solutions. Should act as proposals for future updates of standards
ISO 15118 Market organisation	To be initiated	Liaison	Broadbit	Present NeMo solutions and findings as input for future updates of standards.



Interested Party	Current Relationship	Desired Relationship	Interfaces	Key Message
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OTHER

Pan-European eRoaming initiative	To be initiated	Liaison	Hubject 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. Tools and techniques

The impact of the communication activities will be amplified thanks to a set of specifically communication tools. These tools will 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 will support all communication and dissemination activities. They are also described in more detail in D8.2 “NeMo communication tools”. Future updates of D8.2 will describe what tools have been produced and, where appropriate, report their usage (e.g. web statistics), whereas this deliverable (D8.1) will focus on future strategy rather than output to date.

3.1 Website

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

The website is described in D8.2.

3.2 Articles, press releases and media campaigns

A press and media strategy, including press releases at NeMo milestones, needs to raise awareness and generate 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, to avoid overlaps, conflicting messages or possible disclosure of confidential information, and to help monitor project dissemination activities. This involves an approval process prior to dissemination taking place involving at least the Project Coordinator and the DCM, and where appropriate, the Steering Committee.

News articles

During the 3 years, the Consortium will produce and publish articles in English or other languages 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 will be included on the NeMo website.

Articles

NeMo partners, led by the project's DCM, will write articles and interviews for inclusion on the website. Some longer features will be 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.

Press releases

Press releases will be published by the consortium at key moments during the lifetime of the project. Generally speaking, ERTICO will draft the press releases in English and present them, before publication, to the 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 will 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 will be distributed to the ERTICO press list (about 1200 contacts), as well as to all other international members of the consortium press list.

A first press release¹ was prepared by ERTICO for the project kick-off at the beginning of October 2016, with an adapted translated version in Greek being prepared by ICCS. These resulted in at least ten articles in the online media, including ITS International and Logistics Manager.

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 may press invitations/announcements and press events.

Press announcements/invitations aim to invite the media to participate in the events, or to inform them about those events, as well as 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 an event. The content should be short, clear, present 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, brochure, speech and press release of the event). If a press conference is not organised or not considered the best means 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.

3.3 Project publications

3.3.1 Technical and scientific papers

NeMo results will be published in peer-reviewed scientific journals, in relevant industrial and trade magazines, as well as technical papers in conferences. Open access of NeMo publications will be prioritised, for example through open access publications such as Transportation Research Procedia (Elsevier), the International Journal of ITS Research (Springer) or the ESR Journal. However, some of these require payment of sometimes substantial fees to ensure open access (e.g. €2200 for Springer Open Choice), which is not budgeted for in NeMo. Some project partners may have existing open access publishing agreements with some journals and this will be explored internally. Results may also

¹ See: <http://erticonetwork.com/press-release-nemo-moving-road-transport-towards-electric-power>



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 US\$25 and \$45) and, where it is not possible to post the full article on the NeMo website, at least an abstract will be 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 will also be included on the NeMo website (see Chapter 3.7 and Annex 2 for information on conferences and other events),

3.3.2 Printed and e-materials

These will include a leaflet and brochure, roll-up poster(s), electronic newsletters and videos.

A **roll-up poster** will be developed by ERTICO in spring 2017 to present the project, its objectives; web, social media and contact addresses, together with the logos of all consortium partners. It will be used to promote the project at various events and workshops and updated annually should there be a need to do so.

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, while printing will be done by ERTICO. All posters will follow a common basic template in order to ensure a consistent brand. Possible examples of additional ad hoc posters, depending on need, are:

- Posters for Stakeholder Forum conferences focusing on interim results or topics for discussion;
- Posters giving more detail on particular aspects (e.g. one or more WPs or test sites) where deemed appropriate for specific events;
- 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 in their own country. 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.

A first **brochure** will be developed by end of February 2017 (see section 5.3 List of deliverables and milestones) in the form of a fold-out leaflet (flyer) for distribution at NeMo events and external conferences, meetings etc. This is planned to present the following in a brief, attractive (with images/artwork) and non-technical way:

- What is NeMo 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 will be updated as necessary during the project, in particular expanded with key interim results as the project progresses. It is expected that two thirds of the way through the project (autumn 2018), there will be sufficient output to redesign and republish the brochure in a larger format (e.g. 8 or



12-page booklet instead of a fold-out flyer) in order to add value, allowing a more substantial amount of information to be included.

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.

Electronic newsletters will be produced during the course of the project to highlight NeMo status, progress and next steps. These will commence in Month 12 (September 2017) and thence be every six months. They will be compiled from 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 on the NeMo website where appropriate. The e-newsletter will be sent out using MailChimp to Stakeholder Forum members and also archived on the website.

Two project **videos** will be produced by ERTICO to present NeMo concept and solutions. The first video, to be produced by the end of 2017, will be a short introduction to the project featuring brief explanations by key project experts. 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 animation that will visually depict developed solutions. Short interviews with project experts will also be filmed at key events, e.g. the annual Stakeholder Forum conferences. All of these videos will be made accessible on the NeMo website, the ERTICO YouTube channel, and shown at relevant events.

3.4 Partners' communication channels

Partners are requested to publicise the project through their local channels (such as newsletters, websites, social media, printed materials, announcements) as far as possible. Partners are also required to contact local media and other interest groups 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 will be responsible for arranging and delivering translations of press releases and printed materials.

ERTICO will be 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 will also be directly published on the ERTICO Network (www.erticonetwork.com) and included in the weekly newsletter sent to 12000+ ITS contacts.

3.5 Webinars

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

Partners scheduled to present webinars are ICOOR, IBM, FKA and ERTICO, although this does not preclude other partners presenting one where appropriate. The timings and topics of the webinars will be agreed within the Steering Committee, as they will depend on the achievements and also topics on which the consortium wishes to receive feedback from stakeholders. As an example, a webinar in the first year may focus on stakeholder needs (related to WP1, led by ICOOR).



3.6 Social media

NeMo's Twitter and LinkedIn sites are described in D8.2.

WP8 will organise during years 1 and 2 of the project social media campaigns around key project milestones. The DCM will organise a Twitter chat session in conjunction with the yearly Stakeholder Workshop. The specific timing of these chats needs to be determined. For each NeMo chat a particular Twitter hashtag will be created 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.

3.7 Events

3.7.1 External events

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

A list of existing events in 2017 which could provide dissemination opportunities is provided in Annex 2 of this document. It includes the events that have been identified at present in which the project can participate. This document has been shared with the NeMo consortium and added to Redmine. It will be updated on an ongoing basis and partners will be regularly informed about open call for papers via email in order to consider available opportunities and plan their future activities.

3.7.2 NeMo project events

WP8 will also organise a number of NeMo dedicated special sessions and other events in the framework of renown international events, such as the ITS European and World Congresses.

WP8 will organise four NeMo events: the first Stakeholder Forum Conference in year 1, the second Stakeholder Forum Conference in year 2, the Cross-Country Testing Launch Event at the start of year 3 and the NeMo Final Event and demonstration at the end of the project.

Moreover, a Hackathon with developers will be planned (within WP6, Task 6.2) and organised in parallel to a major conference or to one of the NeMo events above (either the second Stakeholder Forum Conference or the Cross-Country Testing Launch Event), with specific challenge and priorities, so as to evaluate the effectiveness of the Hyper-Network open tools for the creation of services. Training sessions will also be provided in parallel to the NeMo Stakeholder Forum conferences and Final Event, where project technologies will be demonstrated and attendees will be taught in practice about the principles and all the technology behind their operation.

WP8 will support the training and Hackathon activities that will be organised in conjunction with the NeMo Stakeholder forum conferences and Final Event. During these sessions, project technologies will be demonstrated and attendees will be taught in practice about the principles and the technology behind their operation.

WP8 will also actively promote the courses and lectures that will be organised at ICCS and FKA, targeting relevant undergraduate students, PhD candidates and young scientists.

NeMo project events planning

WP8 will be responsible for the organisation of all NeMo project events.



For each of these events, a small organising committee will be established that will finalise the venues and theme/topics/title of the events.

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 2: Planning for NeMo project events

Title and description	Date (project month)	Venue (confirmed /tentative)	Main organising partners	Main requirements
<p>First Stakeholder Forum Conference (Milestone M16).</p> <p>Planned to follow on from EVS30 nearby at Stuttgart Messe.</p> <p>Expected to cover use cases, standards and the specification of services.</p>	<p>12 Oct 2017 (M13)</p> <p>Half- to one-day event</p>	<p>Ehningen, near Stuttgart (confirmed)</p>	<p>IBM, ICCS, ERTICO</p>	<p>Room for approx. 80 persons + refreshments (to be provided by IBM)</p>
<p>Second Stakeholder Forum Conference (Milestone M17).</p> <p>Possibility to have it as a side event to the 2018 ITS World Congress (17-21 Sep), but other options can be considered if (a) September 2018 is too early or (b) if it could be merged with the Cross-country testing launch and therefore needs to be at a partner's site.</p> <p>Expected to cover Open B2B marketplace and full set of services to be deployed on the Hyper-Network. Also associated training event.</p>	<p>Sep 2018 (M24)</p> <p>Half- to one-day event</p>	<p>Copenhagen (suggested)</p>	<p>ERTICO, ICCS</p>	<p>Room for approx. 80 persons + refreshments (will need to be funded from dissemination budget)</p>



Title and description	Date (project month)	Venue (confirmed /tentative)	Main organising partners	Main requirements
<p>Cross-country testing launch</p> <p>Principally a media event so should be in a convenient and attractive location but at a partner site.</p> <p>May also be combined with Hackathon / Training session</p>	<p>Between Oct and Dec 2018 (M25-M27)</p> <p>One day event</p>	<p>Germany, Austria or France (possibly Italy or Spain, as per WP6 description)</p>	<p>IBM, Hubeit, TUB, FKA TomTom, Verbund, GIREVE, Renault, ICCS, ERTICO (possibly CRF, TECNO IDIADA, BCN)</p>	<p>Room for approx. 100 persons + refreshments.</p> <p>Partner site (ideally, to reduce costs), easily accessible from different countries, local transport links from nearest airport, sufficient accommodation available, vehicle demo area with charging facilities, secure vehicle storage.</p>
<p>Final Event and Demonstration</p>	<p>Sep 2019 (M36)</p> <p>One or two day event</p>	<p>Tentatively in Barcelona</p>	<p>All Steering Committee led by ERTICO, ICCS and chosen host</p>	<p>Room for approx. 180 persons + refreshments.</p> <p>Partner site (ideally, to reduce costs), easily accessible from different countries, local transport links from nearest airport, sufficient accommodation available, vehicle demo area with charging facilities, secure vehicle storage.</p>

For the Final Event, Annex 3 proposed a tentative time planning for the required tasks leading up to the event.

3.8 Communication tools in different languages

The NeMo communication tools will be 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



partner(s) 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. There is no specific budget for translation so such work will generally be limited, for example for leaflets, posters, etc., not 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. Minimum languages covered should be German, French, Italian and Spanish (and potentially other languages). 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 4).

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.

3.9 Key Performance Indicators

The communication & dissemination activities will be closely monitored and evaluated against a set of pre-defined KPIs as presented in the following table. This will be updated in future releases of this deliverable to include actual performance to date alongside the targets.

Table 3: Key Performance Indicators for communication and dissemination

Activity and criteria (KPI)		Expected performance		
		Year 1	Year 2	Year 3
Communication strategy & Plan (Task 8.1)	Annual project review	Positive	Positive (update)	Positive (update)
Communication tools (Task 8.2)	Website – number of visitors (unique, returning)	250/month	400/month	700/month
	Twitter – total number of followers	100	150	200
	LinkedIn – total members of NeMo group	80	120	180
	Social Media Campaigns –total number	1	1	



Activity and criteria (KPI)	Expected performance			
	No of project videos – total number	≥ 1	≥ 2	≥ 2
	No of views in YouTube – all videos	500	900	1700
	Quantity of media coverage achieved	≥ 10	≥ 20	≥ 40
Dissemination & Events (Task 8.3)	No of peer reviewed publications	≥ 2	≥ 6	≥ 12
	Readership results	500	800	1000
	No of participants in NeMo Hackathon		≥ 15	
	No of external stakeholders attending 1 st & 2 nd year Workshops	≥ 40	≥ 40	
	No of public authorities attending 1 st & 2 nd year Workshops	≥ 10	≥ 15	
	No of final event attendees			≥ 150
	No of lectures, courses, PhD and MS thesis	≥2	≥2	≥2
	Number of participants in Training events	≥ 20	≥ 20	≥ 20
	No of public & Media attending the NeMo events	≥ 12	≥ 30	≥ 60
Stakeholder Forum and Liaison (Task 8.4)	No of Forum participants	≥ 100	≥ 200	≥ 300
	No of industry representatives involved	≥ 50	≥ 100	≥ 200



Activity and criteria (KPI)	Expected performance		
No of associations & organisations involved	≥ 5	≥ 15	≥ 20
No of projects contacted	≥ 10	≥ 15	≥ 10
No of liaison activities performed	≥ 5	≥ 10	≥ 10
No of discussions in fora, committees & Organisations	≥10	≥ 10	≥ 17
No of standardisation bodies and TCs- Total	≥ 2	≥ 3	≥ 5



4. Reporting

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

4.1 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, 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 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.

4.2 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

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



5. Roles, responsibilities and timing

5.1 WP8 Responsibilities

WP8 “Communication, Dissemination and Liaison” consists of 4 tasks. Each of these tasks has a specific Task Leader who will be 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 will regularly monitor the website and every six months will present an overview of its usage. The WP8 leader will make an annual update of deliverable D8.1 including a KPI performance report.

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 Tasks 8.3 and Task 8.4 to identify which specific partner(s) is /are responsible for which specific sub-task.

5.2 Dissemination and Coordination Manager (DCM)

The NeMo Coordinator (at ICCS) will act as the spokesperson of the project. The NeMo DCM (Maria De Rycke at ERTICO) works closely with the Coordinator for the best communication of the project vision, objectives and outcomes to the media and external stakeholders.

The DCM will be 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 will regularly communicate 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 will report on the communication and dissemination achievements and progress when and where necessary.

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

5.3 NeMo Dissemination Group

For the NeMo events such as the two NeMo Stakeholder Conferences, NeMo Training activities, Cross-Country testing launch event and final Event and Demonstration, the NeMo DCM will work 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 will provide 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 will be 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 will also work closely together with the local partners for the organisation of the NeMo events, especially the final Event and Demonstration.

To this effect, the DCM will organise regular conference call with the project coordinator and some of the members of the NeMo Communication Group, if and when relevant.

5.4 NeMo project event organising committees

For each of the NeMo events (see point 3.8), a small organising committee consisting of project partners will be established. Each organising committee, under ERTICO's leadership, will establish the venue, theme/topics/title of event.

5.5 All partners

All partners will 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 will 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 4 - Reporting). Consortium partners will report on their dissemination activities as per procedures outlined in Section 4.2 of this deliverable.

Partners intending to participate in one of the events listed in Annex 2, or another 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. 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.

5.6 Timing of official WP8 deliverables and milestones

5.6.1 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.

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.

D8.6: 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 4: 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

5.6.2 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 will be provided in the periodic and final reports.

MS15 Stakeholder Forum created

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

MS16 Organisation of the first NeMo Stakeholder Forum Conference

Internal report with the proceedings of the first NeMo Stakeholder Forum Conference.

M17 Organisation of the second NeMo Stakeholder Forum Conference

Internal report with the proceedings of the second NeMo Stakeholder Forum Conference.



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

Table 5: List of WP8 milestones

Number	Title	Official delivery date
MS14	Website ready	January 2017
MI15	Stakeholder Forum created	February 2017
MI16	Organisation of the first NeMo Stakeholder Forum Conference	September 2017
M17	Organisation of the Second NeMo Stakeholder Forum Conference	September 2018



Annex 1: List of scientific journals suitable for NeMo publications

Title (hyperlink to website)	Publisher	Description
IEEE Transactions on Intelligent Transportation Systems journal	ITS Society	Subjects: Bioengineering; Computing & Processing (Hardware/Software); Fields, Waves & Electromagnetics; Transportation
IET Intelligent Transport Systems Journal	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 bold): Information collection and processing ; In-vehicle ITS, safety and vulnerable road user aspects; ITS aspects of electric vehicles ; Public transport; Demand management and electronic payment systems; Traffic management; Fleet and public transport logistics; Emergency and incident management; Policy and institutional issues; Interoperability, standards and architectures ; Deployment and evaluation; Sustainability and environmental issues; Funding scenarios; Enforcement; Human machine interaction; Education, training and outreach ; Deployments with enabling technologies.
Signal Processing journal	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.
Journal of Intelligent Transportation Systems: Technology, Planning, and Operations	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
International Journal of Vehicular Technology	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
Applied Ergonomics Journal	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.
International Journal of Intelligent Transportation Systems Research	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.
IEEE Intelligent Transportation Systems Magazine	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.
Electrical Systems in Transportation	IET	Aimed at all aspects of electrical power systems in modern transport applications including generation, storage, distribution and utilisation.
IEEE Transactions on Smart Grid	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 future events with potential for NeMo participation

Dates	Title of event (hyperlink to website)	City/ Country	Main subjects	Main features (presentations, exhibition, demo, etc)	Organisers	Expected delegates	Identified opportunities for NeMo participation
7-9 Feb 2017	SAE 2017: Hybrid & Electric Vehicle Technologies Symposium	San Diego (California, USA)	Alternative fuels technology, Batteries, Body design & styling for hybrid vehicles, Charging component improvement, Electric motors development, EV technology, Fuel cells, High- efficiency engines, Hybrid vehicle technology.	Technical sessions, exhibition	SAE International (Society of Automotive Engineers)	OEMs and supplier companies.	
14-16 March 2017	EEVC-2017: European Battery, Hybrid and Fuel cell Electric Vehicle Congress (within the Geneva International Motor Show)	Geneva (CH)	e-mobility (incl. Vehicle manufacturers and providers, Propulsion systems, Energy Storage, Infrastructure – Power supplies – Energy equipment manufacturers and providers, Environment & Energy Efficiency, Demonstration & Market Issues, Policies)	Papers, exhibition	Electri-city.mobi	R&D, industry, authorities, end-users, NGOs	High priority due to the topics covered. NeMo presence (at least with poster/brochures) planned. ICCS is represented on the Scientific Review & Advisory Board



Dates	Title of event (hyperlink to website)	City/ Country	Main subjects	Main features (presentations, exhibition, demo, etc)	Organisers	Expected delegates	Identified opportunities for NeMo participation
22-23 March 2017	5th EU Electromobility Stakeholder Forum	Brussels (BE)	Electro mobility	Discussions and project presentations, results and lessons learnt	UITP	High level representatives from industry, research organisations, policy makers and experts	Poster session will be proposed and participation by at least ERTICO.
10-12 April 2017	AIIT International Congress on Transport Infrastructure and Systems	Rome (IT)	Emerging technologies to enable smarter, greener and more efficient movement of people and goods around the world	Technical papers	Italian Association for Traffic and Transport Engineering (AIIT)		
11-13 April 2017	EVER2017: 12th International Conference on Ecological Vehicles & Renewable Energies	Monaco (MC)	Ecological vehicles, renewable energy systems, environmental and economic impact, education, standards.	Forum of R&D specialists from universities and industry. Conference sessions, round tables and exhibition.	Monaco Sustainable Development and IEEE		
22-24 April 2017	VEHITS 2017: 3rd International Conference on Vehicle Technology and Intelligent Transport Systems	Porto (PT)	Intelligent vehicle technologies, ITS and intelligent infrastructure, Connected vehicles, Sustainable transport.	Conference, workshops, special sessions, tutorials, demos, panels, doctoral consortium, open communications, European Project space, industrial track.	INSTICC (Institute for Systems and Technologies of Information, Control and Communication)		Satellite events are possible if an Expression of Interest is submitted



Dates	Title of event (hyperlink to website)	City/ Country	Main subjects	Main features (presentations, exhibition, demo, etc)	Organisers	Expected delegates	Identified opportunities for NeMo participation
18-19 May 2017	2017 BIVEC-GIBET Transport Research Days (Towards an autonomous and interconnected transport future)	Liège (BE)	Transport, mobility and logistics	Presentation of research results	Benelux Inter-university Association of Transport Researchers (BIVET/ GIBET) and University of Liège	Researchers	
21-24 May 2017	IEEE IEMDC 2017	Miami (Florida, USA)	Design, operation, analysis, and practical application and optimisation of electric machines, drive systems and components.	Users, designers and manufacturers, and analysts of electric machines and drives and their related power electronics and controls	IEEE Power Electronics Society		
31 May – 2 June 2017	International Transport Forum 2017 Summit	Leipzig (DE)	Governance of Transport	Keynote addresses, interactive sessions, exhibition, side events	International Transport Forum (ITF, OECD)	Ministers from around the world, CEOs, heads of international organisations, thought leaders from civil society and academia, media.	Side event possible
4-7 June 2017	2017 IEEE 85th Vehicular Technology Conference	Sydney (AU)	Themes include Electric vehicles, vehicular electronics, ITS, communication networks, etc.		IEEE – Institute of Electrical and Electronics Engineers		



Dates	Title of event (hyperlink to website)	City/ Country	Main subjects	Main features (presentations, exhibition, demo, etc)	Organisers	Expected delegates	Identified opportunities for NeMo participation
7-9 June 2017	XV International Transport Congress (incl. X. Budapest International Road Congress)	Budapest (HU)	Network development, Road design maintenance and operation, Finance and project development, Safety and environmental issues, ITS	Technical sessions	Hungarian Scientific Association for Transport (KTE)		
11-14 June 2017	IEEE Intelligent Vehicles Symposium 2017	Redondo Beach, Los Angeles (California, USA)	Intelligent vehicles, (incl. new developments in theory and applications, vehicle technologies, demonstrations)	Technical paper sessions followed by poster sessions	IEEE – Institute of Electrical and Electronics Engineers		
18-22 June 2017	12th IEEE PES PowerTech Conference	Manchester (UK)	Integration of low carbon technologies, System operation and planning, System control and protection, Communications, sensors and data.	Technical sessions, Special sessions, Poster tours, Tutorials	Co-sponsored by the IEEE Power & Energy Society (PES) and hosted by the School of Electrical and Electronic Engineering, University of Manchester.	Researchers and engineering professionals working in various areas of the electrical power and energy engineering and ICT,	



Dates	Title of event (hyperlink to website)	City/ Country	Main subjects	Main features (presentations, exhibition, demo, etc)	Organisers	Expected delegates	Identified opportunities for NeMo participation
19-22 June 2017	12th ITS European Congress	Strasbourg (FR)	Intelligent Transport Systems (incl. Mobility services, Goods delivery, Transport networks, Connected and automated transport, Satellite technology applied to mobility, ITS and the environment)	Different types of sessions, exhibition, demonstrations	ERTICO & European Commission	Over 2000: managers, technical experts, industry, researchers, public authorities, road operators, ITS associations.	Technical paper (draft of 5-10 pages required) Special Interest Session (SIS) Stakeholder Workshop Project Dissemination Session NeMo literature on ERTICO stand and any other NeMo partners with an exhibition stand.
22-24 June 2017	ITEC 2017: IEEE Transportation Electrification Conference and Expo	Chicago (USA)	Components, systems and power electronics from technology to business and public policy	Exhibition, Technical tracks, Special Sessions, Keynote presentations, Industry Liaison Chairs, Educational short courses, Tutorials, Panel discussions	IEEE – Institute of Electrical and Electronics Engineers		
27-29 June 2017	6th International Conference on Clean Electrical Power	Santa Margherita Ligure, near Genoa (IT)	Renewable sources, Energy storage, Hydrogen-based sources, Systems, Components, Regulatory and economic aspects.	Conference	IEEE – Institute of Electrical and Electronics Engineers		



Dates	Title of event (hyperlink to website)	City/ Country	Main subjects	Main features (presentations, exhibition, demo, etc)	Organisers	Expected delegates	Identified opportunities for NeMo participation
28-30 Aug 2017	XXIXth International Baltic Road Conference	Tallinn (EE)	Strategic road and transport planning; Road financing; Road construction; Road maintenance; Road pavements and materials; Road safety, ITS and smart road solutions; Bridges; Environment, climate change and energy	Conference and exhibition	Baltic Road Association		
18-20 Sep 2017	SOLI 2017: IEEE International Conference on Service Operations and Logistics, and Informatics	Bari (IT)	Logistics and Transportation Challenges: smart, green and integrated services to achieve planning, scheduling and transport systems that are resource-efficient, climate- and environmentally-friendly, safe and seamless for the benefit of all citizens, the economy and society.	Conference	IEEE Intelligent Transportation Systems Society and Politecnico di Bari		NeMo partner ICOOR organising
9-11 Oct 2017	EVS30: International Electric Vehicle Symposium and Exhibition	Stuttgart (DE)	Electric mobility	Technical sessions, Exhibition (trade fair)	Messe Stuttgart. Event rotates annually between Europe, America and Asia.	Researchers, government representatives, industry experts	NeMo Stakeholder Forum Conference planned at IBM HQ at Ehningen (nearby) on 12 Oct



Dates	Title of event (hyperlink to website)	City/ Country	Main subjects	Main features (presentations, exhibition, demo, etc)	Organisers	Expected delegates	Identified opportunities for NeMo participation
20-25 Oct 2017	UITP Busworld International Bus Conference	Kortrijk (BE)	Public transport, including clean electric buses	Technical papers and discussions, associated with the Busworld exhibition at the same venue	UITP and Busworld	Bus manufacturers and public transport professionals	
29 Oct – 2 Nov 2017	ITS World Congress	Montréal (CA)	Intelligent Transport Systems	Different types of sessions, exhibition, demonstrations	ITS Canada		
Nov or Dec 2017 (to be announ ced)	2017 Annual Polis Conference	Brussels (BE)	Transport innovation for sustainable cities and regions	Presentation and discussion sessions, demonstrations and visits	Polis Network		



Annex 3: Draft planning for NeMo Final Event

Draft NeMo Final Event planning	2019								
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
Shortlist of venues, matching to requirements, outline venue costs	█								
Decide dates (1-day/2-day)		█							
Agree on chosen venue and negotiate location hire (contract)			█						
Plan agenda			█	█	█	█	█	█	
Plan tentative speakers and external speaker search (if required)		█	█						
Arrange hotels (block book, discounts...)				█					
Preliminary invitation "Save the date"				█					
VIP and media invitations					█	█			
Arrange on-site catering						█	█	█	
Presentation planning						█	█	█	
Registrations					█	█	█	█	█
Demo scheduling and tests					█	█	█	█	
Arrange on-site facilities (reception, signage, posters, vehicle stickers, transportation, parking, security)						█	█		
Arrange delegate packs (agenda, programme, giveaways, press packs...)							█	█	
Arrange required photography and videos (incl. interviews)							█	█	
Arrival of demo vehicles and event on-site preparation									█
Final Event									◆



Annex 4: List of NeMo public project deliverables

Number	Title	Work Package number	Short name of lead participant	Type	Delivery date
D1.1	Consolidated Version of the Use Cases and the Actors' Requirements	WP1	GIREVE	R	M07
D1.2	Report on latest technological and market developments in electro-mobility	WP1	RENAULT	R	M08
D1.3	Interoperability and Regulatory Requirements	WP1	HUBJECT	R	M07
D2.3	Standards and protocols	WP2	HUBJECT	R	M36
D3.2	NeMo open European Inter-Roaming protocol	WP3	HUBJECT	DEM	M13
D3.3	NeMo Common Information Models	WP3	TOMTOM	DEM	M11
D6.3	NeMo Hyper-Network validation	WP6	ICOOR	R	M36
D7.1	Global adoption methodology and self-certification methodology for CPOs and EMP	WP7	ICOOR	R	M27
D7.2	Business model and regulatory guidelines	WP7	RENAULT	R	M31
D8.1	Communication Strategy and Plan	WP8	ERTICO	R	M03, 15, 27
D8.2	NeMo communication tools	WP8	ERTICO	R	M03, 12, 35
D8.3	Proceedings of the NeMo Final Event	WP8	ICCS	R	M36

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

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