



D10.10: Final update of Dissemination and communication plan

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D10.10:

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Technical References

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Project Coordinator	CIRCE Miguel Zarzuela
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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

Document history



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V	Date	Beneficiary partner(s)
V1	17/07/2023	AVERE First draft
V2	28/07/2023	First revision by CIRCE
V3	30/09/2023	Final Version AVERE
V4	15/10/2023	Final Quality Review CIRCE

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This project has used a standard methodology already developed in INTERPRETER project (Grant Agreement number: 864360), following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for INCIT-EV (Grant Agreement number: 875683).'



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Task 10.1 Partner:

CDP	Commune de PARIS
PSA/Stellantis,	Peugeot SA/Stellantis
ENEDIS,	ENEDIS
AYZ,	Ayuntamiento de Zaragoza
CIRCE,	Centro de Investigación de Recursos y Consumos Energéticos
TRIA,	INGENIERIA TECNICA DEL TRASNPORTE TRIA SA
IREN,	IREN SPA
PRIMA,	PRIMA ELECTRO SPA
MRA-E,	Province Noord-Holland
PITP,	PITPOINT.EV BV
EESTI,	Eesti Energia Aktsiaselts
ATOS	ATOS SPAIN SA
AVERE	ASSOCIATION EUROPEENNE DES VEHICULES ELECTRIQUES ROUTIERS-France (Avere-France)

Project Leader	CIRCE
WP10 Leader	AVERE
Web site Leader	CIRCE/AVERE

Table 0- Acronym table

Acronym	Definition
INCIT-EV	Large demonstratioN of user CentrIc urban and long-range charging solutions to boost an engaging deployment of Electric Vehicles in Europe.
C&D	Communication & Dissemination
POLIS	POLIS is the network of European cities and regions cooperating for innovative transport solutions
EGVIAfor2Zero	European Green Vehicles Initiative Association for the 2Zero partnership
GA	Grant Agreement



0 EXECUTIVE SUMMARY

This document is the deliverable “D10.10 – Final update of Dissemination and communication plan” of the H2020 project INCIT-EV (project reference: 875683).

This document describes the dissemination and communication plan of INCIT-EV project. The main Objectif is to define the strategy of dissemination and communication to ensure that INCIT-EV results will effectively benefit as much European citizens.

The present document will ensure that all communication and dissemination need from various WPs and the project in general are considered and coordinated.

The final update takes in count the last evolutions of communication & dissemination strategy.

It includes the mains information define in first document D10.1 and use for dissemination & communication. As well as the main actions of C&D carried out since the first document.

The document includes all the information needed to facilitate the communication efforts of the project partners. Subtasks such as the review and mapping of stakeholders at European, national, and local levels, timing of communication and dissemination activities, media channels, and division of tasks between partners are detailed.

This version presents in chapter 4 the C&D actions planned for the last 12 months of the project and in particular the production of videos presenting the use cases and a proposal to build the project closing event. This chapter attempts to identify possible C&D actions related to the different deliverables for the next 12 months. Unfortunately, many deliverables will be available in June 2024, and it is necessary that the partners provide the material to allow us to communicate at the same time as the deliverables. Some information is also given on the update of the website and the rise of communication on LinkedIn.

The delivery of this last update of communication and dissemination plan is done in accordance with the description in the Grant Agreement Annex 1 Part A with adjustment time from the original planning.

Synthetic description of INCIT-EV Project:

The INCIT-EV project aims to encourage the development of electromobility in Europe through field experiments.

-Phase 1 will first involve analyzing user needs and requirements, followed in April 2020 by an assessment of charging technologies and their integration into infrastructures.

-Phase 2 will focus on 7 innovative charging technologies for electric vehicles will be tested in chosen locations in Europe and demonstrations will run from the second half of 2022 to the end of the project.

-A dynamic induction charging system for the urban environment in Paris, France.

-High voltage charging systems in the outskirts of Tallinn, Estonia.

-Optimized bidirectional "smart charging" in Amsterdam and Utrecht, the Netherlands.

-A dynamic induction charging system in peri-urban/long-range areas in Versailles, France.

-A charging hub in a carpark in the outskirts of Turin, Italy.



-Low power bidirectional charging (for two-wheeled vehicles also) and static wireless charging in taxi lanes located at the airport and central station in Zaragoza, Spain.



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1 GUIDELINES FOR DISSEMINATION AND COMMUNICATION ACTIVITIES

This strategy is intended to provide a clear and comprehensible approach of the dissemination activities to be implemented during project as well as to provide the project partners with guidance and rules to ensure a proper and homogenous communication.

The dissemination activities will address the INCIT-EV target groups (local authorities, decision makers, company, research and academia, citizens, etc....). Such a wide range of stakeholders and cities will be addressed through a wide range of dissemination tools and channels.

A coherent, multi-layered strategy to effectively publicize and exploit INCIT-EV findings will bundle input from the whole team across the entire lifespan of the project.

Effective dissemination, communication and exploitation of findings are central to successful high impact whenever the project involves multiple groups of academic and non-academic partners and audiences.

The dissemination and communication process will focus on:

- Disseminating of the specific results and insights of the demonstrators use cases:
 - A dynamic induction charging system for the urban environment in Paris, France.
 - High voltage charging systems in the outskirts of Tallinn, Estonia.
 - Optimized bidirectional "smart charging" in Amsterdam and Utrecht, the Netherlands.
 - A dynamic induction charging system in peri-urban/long-range areas in Versailles, France.
 - A charging hub in a carpark in the outskirts of Turin, Italy.
 - Low power bidirectional charging (for two-wheeled vehicles also) and static wireless charging in taxi lanes located at the airport and central station in Zaragoza, Spain.
- Communicating about the project broader activities

Each INCIT-EV deliverable should follow the same formatting style and editing rules. The present document follows these styles and rules.

A central goal of communication and dissemination is to maximize opportunities to promote, communicate and disseminate results throughout the lifetime of the project, and beyond. This will ensure that key stakeholders can contribute to, and act on the findings in a timely fashion. Dissemination, communication, and exploitation activities pursue main objectives.

Main objectives of WP10 are to define communication and dissemination activities to be carried out throughout (and after) the project to ensure that INCIT-EV results will effectively benefit as much European citizens as possible. The WP10 team will continuously monitor and provide means for the INCIT-EV partners.



to share results within the consortium and to integrate the research and innovation activities as well as to communicate the developments, disseminate results to the industrial and scientific community and to a broad stakeholder audience to encourage the use and wide acceptance of project outputs.

Specific objectives:

- To establish the internal procedures to disseminate the project results to external stakeholders.
- To prepare the visual identity and a set of materials for the promotion of INCIT-EV project.
- To carry out engagement and interaction activities with key external stakeholders.
- To enable a showcase at each demo-site for dissemination and training purposes

1.1 European commission rules as established in the GA.

As pointed out the grant agreement, INCIT-EV dissemination activities are closely linked with the intellectual property rights protection and confidentiality (articles 23a and 36, respectively).

It is necessary to have an excellent understanding between academia and industrial partners in order to achieve a successful exploitation of INCIT-EV outputs. For this purpose, the Grant Agreement, in **article 29.1**, states the following basic rules for dissemination activities:

- *A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.*
- *Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.*
- *If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1) — need to formally notify the Agency before dissemination takes place.*

According to **Article 29.2**: *Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.*

According to **Article 29.4**, *unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:*

(a) display the EU emblem

(b) include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No”.

According to the **article 29.5**, *any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains:*



1.2 Role of the consortium partners

Under the supervision of the WP10 Leader and project leader all partners are expected to proactively contribute to dissemination activities. To this end, roles and responsibilities of each partner will be clearly agreed through the present dissemination strategy, which constitutes a blueprint to follow in disseminating the work and results by the project partners through coordinated actions.

Dissemination and communication are a collaborative joint-task. All partners shall consider it as an opportunity to showcase their work and to make the most of it when interacting with the outside world. Beyond the contractual tasks of the dissemination and communication, all INCIT-EV partners can contribute to a wider and richer dissemination and communication. It is important that each partner considers which are the aspects and topics of his work that can be interesting for their target audience and informs the dissemination leader. From this interaction, surprising and interesting opportunities can arise in the form of more profiled and targeted actions, e.g., local launch events, workshops, public conferences, etc. The information and knowledge inside the Consortium are diverse and huge and hence it shall be consequently managed and exploited in order to achieve effective and successful project dissemination.

For this, the Website leader will periodically remind the INCIT-EV partners to provide graphic materials and information to populate the website as well as the social media channels that shall be perceived by the partners quasi as “own”.

These activities can range from the distribution of press releases, especially in the Use Case cities to including information about the project in newsletters, presenting a scientific poster (academic partners), etc.

1.3 Publication Policy and strategy rules from project partners

All the project partners will be responsible to disseminate INCIT-EV results through their communication channels and towards their existing communities. Therefore, all partners will play a role in the dissemination of the results and their interest and opportunities will be identified through a dedicated survey template to be filled (and updated) by the partners during the project. See annex 1.

In addition, the partner responsible for each deliverable will be asked to establish the dissemination potential of the deliverable prior to its submission. The deliverables of the project will be used as milestones to monitor the progress of dissemination activities.

The rules for the management of communication and dissemination on the project are to guaranty that all our actions are well recognized by EC.

Rules for communication and dissemination:

- All documents created must include the EC logo and the following text:



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“The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 875683. <https://www.incit-ev.eu/>”

Figure 1: EC logo

At the end of document inserts:

“This document reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.”

- At a minimum, we must mention Coordinator, the number of partners and the number of countries they represent.
“CIRCE coordinates the INCIT-EV project, to improve the experience of electric vehicle (EV) driving with a consortium of 33 partners from eight countries.”
- For important communications such as the project milestone it is important to name all partners or to list all the logo.
- The process for validation as follows:
 - For press releases, presentation, posters, articles, etc.: partners create own documents and submit them with the fact sheet attach to the project leader and WP10 leader for comment. When document is finishing partner put then on communication file of INCIT-EV Team room in same time complete le tracking table see chapter 1.4.
 - For speaking and participating in events, simply fill out the tracking table and inform project leader and WP10 leader.

1.4 Tracking communication and dissemination activities

The dissemination activities will be constantly tracked and monitored. A brief overview will be presented by AVERE in every SC meeting. A continuous monitoring activity will enable to assess the results and impacts of the dissemination and communication activities providing regular feedback to the effectiveness of the strategy.

The reach and impact of INCIT-EV communication activities will be assessed qualitatively and quantitatively. The following measures will be used to evaluate the output of the dissemination activities:

To ensure a proper reporting and logging of the communication and dissemination efforts, a table tracker has been developed that will be updated regularly by all the project partners. This dissemination tracker (in a format of an Excel file) will form the basis for monitoring. It will also allow to closely follow all the dissemination and communications activities.



Consortium Partners will be regularly invited to send their dissemination and communication feedbacks to project leader and WP10 leader. All this data will be collected and used as quality control tool to progressively tailor the dissemination to the target audience.

This excels tracking table includes different sub tables (articles, participation in events, social media, stakeholder engagement, other activities, press releases) that respond to the information expected by the EC on dissemination actions. Below are the different columns of the table corresponding to participation in events such as congress, conference, and columns of articles table.

Table 1 – columns list corresponding to events participation.

#	Event name	Partner(s) involved	Date	Estimated costs engaged	Location	Approximate number of audience reached							Origin of the audience	Supporting document
						Industrials	Decision makers	Investors	Engineering / Commercial	Press & Media	Research and scientific community	General Public		

Table 2 – columns list corresponding to article.

#	Title of the article	Title of the journal/magazine/webzine	Partner(s) involved	DOI	Date of publication	Estimated costs engaged	Supporting document (links toward the article)	Main type of audience	Origin of the audience	Audience	Number, date or frequency	Relevant Pages	ISBN	Publisher	Place of publication	Green or Gold Open-Access?	Comments on the impact of the activity
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1.5 Relation to other project activities: synergy club

Interaction and exploitation of synergies with other projects and initiatives will be exploited to increase the outreach of potential stakeholders by organize joint events, exchange knowledge, experience, and best practices, and stimulate discussions among key players.

AVERE will be in charge of networking activities with related projects, previous and future calls of H2020 or other relevant programs.

Regarding EU forums, INCIT-EV will take advantage of the relation of its partners with some of the existing associations and platforms where they have an active role; a list of them is provided in the dissemination section of Deliverable D 10.4.

CIRCE that is also member of EGVIafor2Zero – maintains wide stakeholder interaction as contact point for INCIT-EV project.

1.5.1 Creation of the synergy club

At the end of 2020 after several exchanges with different projects of the same call H2020 than INCIT-EV, we decided to create "the synergy club", this club is a place of regular exchange between the representatives of the member projects.

At the beginning the members of the club are the project: User-Chi, eSmart, eCharge4Drivers and INCIT-EV.



The organization of these meetings rotates, with each member taking the leadership in turn.

Regular meetings of the synergy club were done:

- Second synergy club meeting December 14th, 2021
- 3rd Synergy club meeting June 15th, 2022
- 4th Synergy club meeting November 29th, 2022
- 5th Synergy club meeting June 26th, 2023

During these meetings, we discussed the progress of our projects and defined joint actions such as the organization of joint speeches at national and international events and the exchange of results on selected topics. User needs survey and DSS approach are the topics selected for this exchange.

The Club has also decided to write a draft on joint recommendations for stakeholders and politicians See chapter 2.4.3 *Communication channels / Policy briefs and reports*.

In 2023, two new projects (EV4EU & SCALE) will integrate the club which will make it possible to perpetuate this initiative after 2024.



2 COMMUNICATION AND DESSIMINATION STRATEGY AND PLAN

2.1 Strategic approach

AVERE coordinates and manages INCIT-EV dissemination and communication activities.

All the project partners will be responsible to disseminate INCIT-EV results through their communication channels and towards their existing communities. Therefore, all partners will play a role in the dissemination process for results through their interest and opportunities.

The following two tables “strategy and actions” to carry out the communication and dissemination of the INCIT-EV project are update.

Table 3 –Strategic plan table:

What to disseminate?	To whom?	When?	How?	Actions?
General information (Newsletters, website, workshops, conferences, publications, documentation)	All	Along the whole project, through events and publications	Website, newsletters, leaflets, presentations, participation to conferences, press releases...	Raise awareness about the project Disseminate results
Technical and scientific information	Industry, Research centers, universities, consultancies,	At meetings, workshops, and events Exercises (User Group), presentations, participation to conferences...	Website, newsletters, Provide specific and detailed technical data about performance	Meetings/workshops can provide comments to feed further deliverables and results
Results from INCIT-EV Use Cases and demonstrators in cities	European networks, organizing authorities, industry local decision makers	After the release of the demonstrations' results	Presentations, participation to conferences, specific documentation...	Provide guidance for the deployment of interoperable charging infrastructure in European cities
INCIT-EV Final Results	cities, industry, European	End of the project	Presentations, participation to	Raise awareness about the challenges



	networks, regulators, local decision makers...		conferences, Final Event, dedicated INCIT-EV documentation	and propose possible solutions for the deployment of interoperable, charging infrastructure
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Table 4 – Action Plan table:

Action	Program	Responsible	How often and/or how many?
Update website https://www.incit-ev.eu/	Description of launch event, publications, participation in major events	CIRCE/AVERE	Monthly or more often when milestones are achieved
e-Newsletter	Project information and news	AVERE/CIRCE	Periodically, twice a year At the choice of partners
Press Release / Conference, interaction with the press of all levels and preparation of articles/interviews	Project information and news	All partners	Linked to important events/dates, e.g., launch events, etc. Four journalistic articles around the project and related topics, written by professionals and addressing a wider audience,
Radio & TV coverage Upon request, (at least once a year,	Project information and news	All partners	On the occasion of the launch event
Congress and Exhibition	Participation, presentation, speaking	All partners	
International, national, local events and conferences audience type and stage of the project	Presentation of project, results, milestones, etc....	All partners presented the project. Key partners will present the project in at least 2 main national / European events	On selection, on the basis of relevance, available budget,
Update of social media LinkedIn	Project information and news	AVERE	Upon availability of the data from all partners
Publication and documentation, including technical & scientific documents.	Project information and news	Relevant partners	Upon availability of the data, mostly towards the end of the project
Public Deliverables	Project information and news	All Partners	As scheduled in exploitation plan



Presentations at conferences, meetings, workshops, trainings, etc....	Project information and news	All Partners	Upon availability and scheduled in exploitation plan
Cities and region Showcase	At beginning of the project to collect the stakeholders and user's needs, views, and concerns, At the end of the project to share the results and plan the next course of actions	Local authorities' member of the consortium and local representative partners	Use case cities and regions 2 showcases per city: one at the beginning of the project, and another one at the end
H2020 info days, brokerage events, EU initiatives	Presentation of project, results, milestones, etc.	Partners involves	On selection, based on relevance, available budget,

2.1.1 Timing of Communication & Dissemination

Communication and dissemination activities are planned in accordance with the stage of development in the project. Although several communication actions will take place during the first half of the project, the most significant dissemination activities will take place as final research results are available. The dissemination will follow the AIDA model: Awareness to attract the attention of the target audience, Interest of the target audience, Desire of the target audience to know more about the project, and Action to lead the target audience towards get involved in the project and to promote its results to facilitate their exploitation. According to this principle, three phases are considered, summarized in Figure 1:

Initial phase (Awareness): 2020/2021, Inform & explain.

It is focused on increasing the visibility of the project and mobilizing stakeholders and multipliers. At this phase, the main activities will be related to the implementation of the communication/dissemination tools (website, social networks, and visual identity), preparation of dissemination material, general presentations of the INCIT-EV project, the distribution of publishable abstracts and progress resumes.

Intermediate phase (Interest/Desire): 2022, Educate & demonstrate.

It is focused on disseminating available initial data and evidence on scientific advances and technological results. Each partner will contribute at specific levels according to their expertise and business activities focused on informing and engaging to the target stakeholders when preliminary results become available. The project results and their future applications will be presented in journals and conferences to specialize audience with the objective of stimulating the interaction with the concerned scientific, industrial, public authority community and determining the expectations of the stakeholders.

Final phase (Action): 2023/2024 and beyond, Share results.

Focused on encouraging further exploitation of the INCIT-EV outcomes (transfer to industries, market of new products, replicability...). At this phase, validated results at TRL7 and the transferability analysis will be presented in journals, conferences, and industrial events.



The schedule of this strategy in phase with the agenda of project is represented in the fig 1. The figure will be update by Task 10.1 when is necessary.

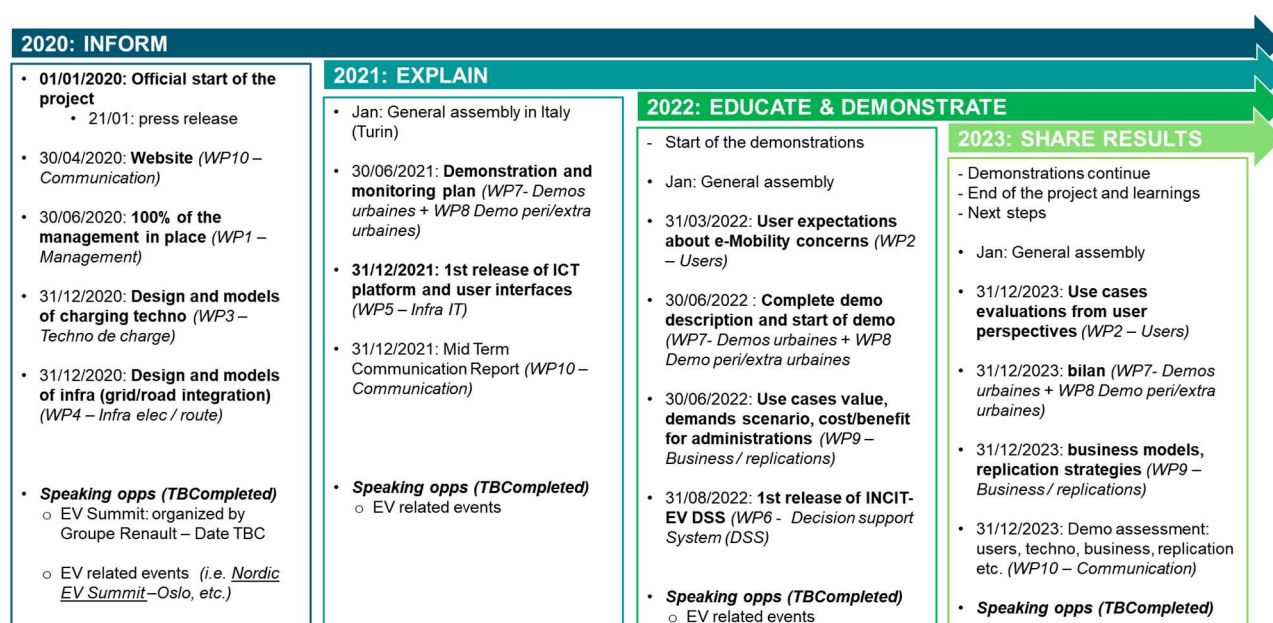


Figure 2: initial schedule of INCIT-EV communication strategy

2.2 Target audience

Dissemination and communication activities in the project will focus on innovative and engaging ways to share results with diverse academic, media, policy makers, municipalities, citizens, and all users of charging infrastructure. Interviews and newspaper articles, social media, e-newsletters, and workshops are some of the tools to be used.

According to the goal of the project, the target audience for the communication & dissemination activities has been divided in the following groups:

Media, social media:

News, project pages and posts in the media (newspapers, magazines, radio, ...) and social media (LinkedIn) are expected to inform the general public about the project and reflect the impact of EU research and innovation funding on European industry. Press activity will be centralizing by WP10 leader and project leader with required input from all partners (translation, distribution, and press book).

Policy makers:

European and national policy makers are key to promote all kind of charging infrastructure adapted to different usages of electric mobility that yield high added-value products for a more competitive industry. Dissemination to this target audience is focused on transmitting project results through participation in a workshop that will take place in partner's cities.



Besides, participation in trade fairs and conferences in which specific forums are prepared for discussing policy issues and policy impact, will also allow reaching this audience.

Municipalities and local authorities:

This target audience includes the local, municipal authorities and responsible of installation charging stations. These policy makers will represent one of the most important target audiences as they are responsible of adopting advanced and new useful charging systems to address all usage of e-mobility. Dissemination to this target audience will be focused on promoting the potential benefits of implementing the INCIT-EV results with a clear definition of business strategy. These audiences will be achieved through participation in workshop, demonstrations organized in partner's cities. Direct involvement of local authorities from different European regions could be achieved through the existing European Network (POLIS, etc....).

Companies and professional audience

All partners contribute as relevant, all partners provide potential people to send it to and anyone interested can subscribe through website.

Scientific communities

Contributes and sells know-how and scientific data which can be used for the development of new charge systems and services. Disseminate results to scientific communities to use and build INCIT-EV results in future research.

Citizens & users:

Involvement of citizens is of great importance to promote and facilitate usage of new charging systems. However, education and information will be done through the different events on INCIT-EV project.

2.3 Key messages

The definition of key messages will be list in special document accessible on team room.
For example, here is one key message:

“The development of a sustainable mobility is one of the main challenges for next years in Europe. Electric cars are essential to accelerate this transition. For that reason, innovative charging solutions need to be found to answer to users’ expectations and this market raise, this is the aim of INCIT-EV project. INCIT-EV aims to demonstrate an innovative set of charging infrastructures, technologies, and its associated business models, ready to improve the EV users experience beyond early adopters, thus, fostering the EV market share in the EU. The project will seek the emergence of EV users’ unconscious preferences relying on latest



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neuroscience techniques to adapt the technological developments to the users' subjective expectations. Incit-EV has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 875683.

2.4 Communication channels

In the following chapter, communication channels to be utilized in the project are described and main realisation are listed.

2.4.1 Newsletter / eNewsletter:

There will be a regular INCIT-EV e-newsletter to help communication and dissemination with stakeholders and the INCIT-EV community. The newsletter will be in English, and it will be sent to identified experts and interested people subscribing to it through the project website, members/representatives of the media, etc. AVERE will be the editor of the newsletter in collaboration with Groupe Renault at the beginning of the project and now with CIRCE. AVERE will be responsible for the overall dissemination of the newsletter; all partners will contribute to the content and will disseminate in their own countries.

Table 5 – Newsletters edited.

Newsletter	Contributor Partners
1st February 2021 - Presentation of INCIT-EV project	Renault, Avere
2nd March 2021 - Technology brick: Grid Requirements for Charging Systems Deployment (D3.10) - Deployment tools: Reference City Definition and KPI Specification - Dissemination activity: Interaction and exploitation of synergies with other projects and initiatives	CIRCE, AVERE, QIENERGY
3rd September 2022 - Utrecht June INCIT-EV steering committee - Report on user centric EV charging infrastructure - Dynamic wireless charging lane in Paris (UC2)	CIRCE, AVERE, VEDECOM, GREENFLUX
4th June 2023 - Zaragoza 3rd General Assembly of INCIT-EV - Inauguration of the INCIT-EV demonstrator in Zaragoza (UC6 UC7) - Wide replication of use cases: business models and exploitation strategies (D9.2)	CIRCE, AVERE, QI ARROW



The diffusion of the newsletter is to all project partners (213), subscribers to the newsletter (37), members of advisory board and available on the website.

2.4.2 Press releases:

Press releases at European and national levels are done coinciding with important project events and milestones. Press releases will be translated into national languages by partners if necessary. At date, approximate 100 media were reached by this press releases.

2.4.3 Policy briefs and reports:

During the project some deliverables such as the DSS are intended to provide tools and means to allow policy and industry to make the right choices for the development of charging systems and their deployment to regard increasing of EV market.

Within the synergy club we decided to write recommendations on the different themes addressed by the member projects. Thus, the following table presents the themes and the contributors.

Table 6 – Recommendations topics propose by synergy club.

E-Mobility H2020 Synergy Club recommendation topics					
Topics	subtopics	eCharge4Drivers	USER-CHI	INQIT-EV	e-SMART
Kind of vehicles					
	2-wheeler,	X	X	X	
	PC	X	X	X	
	LDV			X	
	Public transport				
Charge technologies					
	Wire charging low/ high/ultra-high power	X	X	X	
	Inductive charging		X	X	
	Interoperability	X	X		
	Smart charging	X	X	X	
	V2G (AC &DC	X	X (not sure)	X	
Plug & charge					
	plug & chage	X			
User needs during and after charging					
	Tarification	X	X		
	Business model	X	X	X	
	charging services,	X	X	X	
	Information to users		X	X	
legal and regulatory harmonisation					
	Legal and regulatory harmonisation for European, regional and local energy and mobility strategies;	X	X	X	
DSS (Decision Support System)					
	DSS		X	X	
The different barriers in EU countries to regards user needs for charging infrastructure					
	the barriers	X	X	X	

These reports will be published throughout the different projects. Policy recommendations will be targeted at European institutions, national governments, and front-line engagers (e.g., universities, NGOs, third sector organizations, etc.).



2.4.4 Social media (LinkedIn):

The Grant Agreement doesn't require specific INCIT-EV social media, but use of social media contributes to establishing and maintaining public engagement with the project.

If the strategy at the beginning of the project was to use the media accounts of the partners, it appeared that this did not allow to have a sufficient visibility. Decision was made to create a LinkedIn account of the INCIT-EV project. This platform seems to us to be the best suited to the communication actions we are planning.

The INCIT-EV project page was launched in early 2023 with the goal of producing one post per week, in April we reached this goal.

Below the LinkedIn page of INCIT-EV project

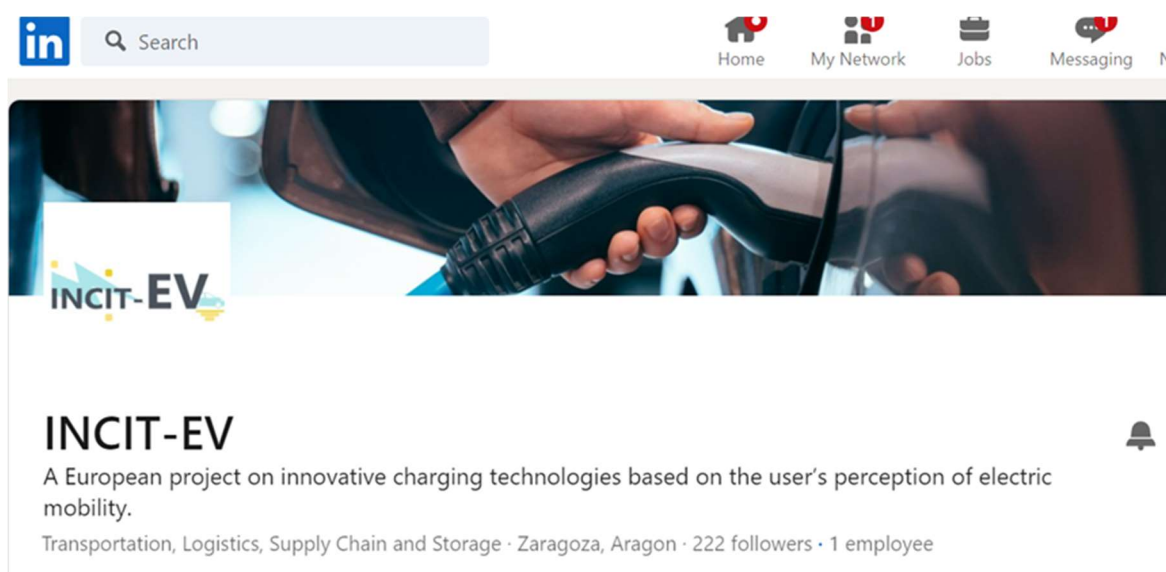


Figure 3: INCIT-EV LinkedIn home page

See below the first post which presents the new map of demonstrators.



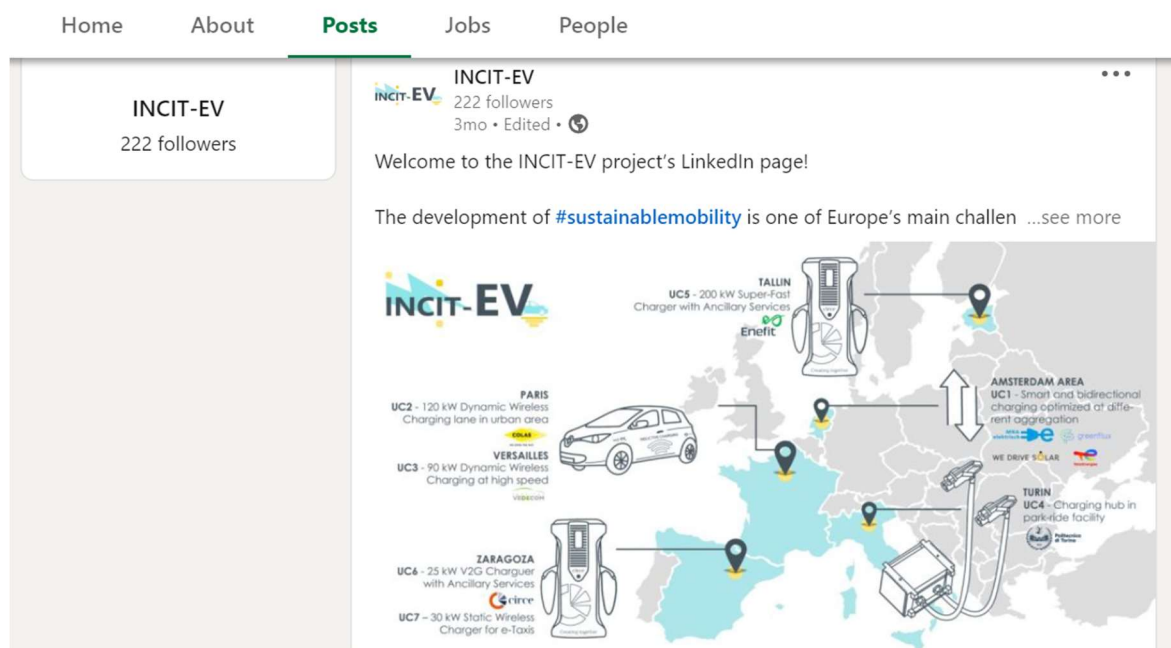


Figure 4: first post on LinkedIn

In June we reached more than 254 followers with a frequentation directly related to the post publish. Many partners rerouted these posts which contributes to a dissemination of the results of the project.

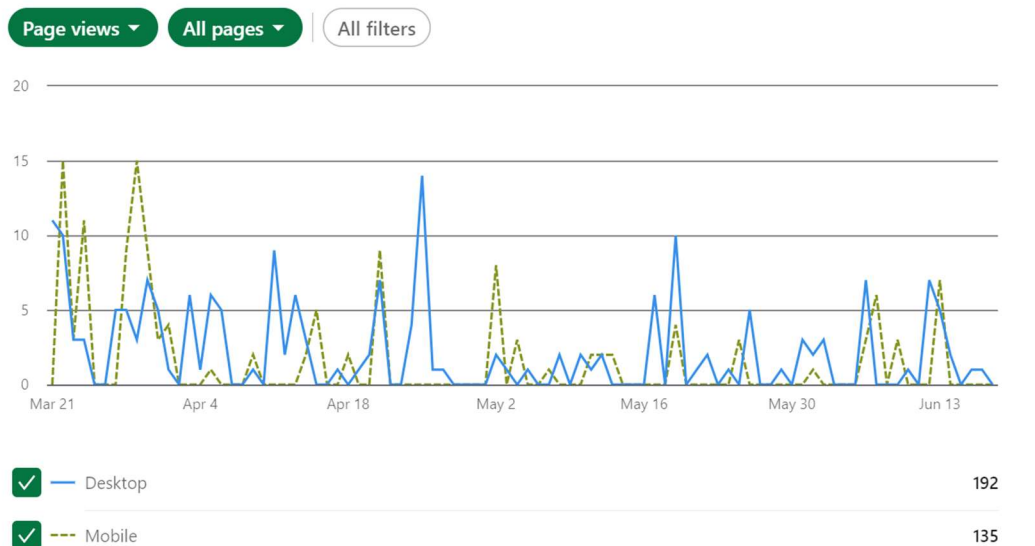


Figure 5: Followed on INCIT-EV LinkedIn page.



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2.4.5 Website: <https://www.incit-ev.eu/>:

CIRCE was developing a central general project website in English with information on the project, project partners and the research activities and outcomes. The website of the project was launched by the end of M3, and it will be maintained for at least 2 years following the end of the project. Regular updates will be done by AVERE. All information on INCIT-EV website is describe on deliverable D10. new page for scientific articles and events were created.

Though the topic is highly technical, the website is oriented towards a wide audience and offers general information both static and dynamic.

The website will provide information about the project including aims and objectives, technological implications, partner lists, funding details, links to related sites and information on exploitable results for industry and investors. The website will provide public access to relevant non-IP-sensitive results (i.e., summaries on progress and achievements, downloadable publishable periodic activity reports, etc.). It will also promote upcoming project events and offer links to related projects and social media.

There is no private area developed for internal use on website The MS TEAMS room provides a centralized access to all materials of the project for the partners.

Regarding website traffic, it shows an increase of 30% over the second period of INCIT-EV project.

The average attendance is practically identical since the beginning of 2021, the peak of mid-2022 corresponds to a significant presence on the events. We hope for a significant increase during the presentation of the demonstrators in the last quarter of 2023, that will be widely relayed by the media. It is considered as an excellent impact to have > 10.000 we page visits, which we hope to achieve in the last year of the project.

Table 7 – Total visits of the INCIT-EV website

Period	Total visits	Unique visitors	Average time in web
2020 to June 2021	8829	6738	1'22
July 2021 to Dec 2022	11584	9368	1,28

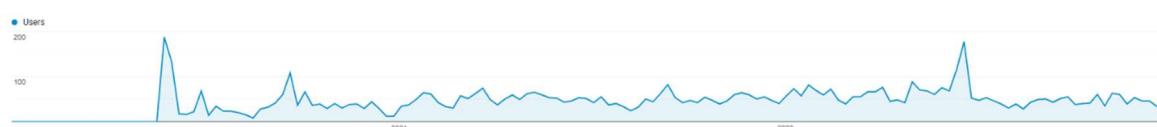


Figure 6: connection to INCIT-EV website (Daily visits)

Finally, we also decided to update the presentation of some pages of the site to make it more attractive and to include the initiative of the Synergy club.



2.4.6 Project Documentation:

All partners will provide a range of materials for non-academic audiences. In addition to this, two summary project documents will be published in English including the key results. Special efforts will be made to present complex ideas in an accessible format. All brochures will be available electronically. The basic document are flyer and leaflet.

All proceedings and documents to disseminate information and results of project make by Partners will attend workshops and large events such as exhibitions and trade fairs; will be made available on the INCIT-EV website and MS TEAM. Announcement of the different workshops will be done through all the available channels (web, LinkedIn, EU tools, related Platforms from partners, etc.) to reach the maximum audience as possible.

2.4.7 Academic publications:

INCIT-EV results will be arranged into key themes, to develop a minimum of 5 peer-reviewed articles, book chapters and reports intended for scientific audiences. These scientific outputs will cover theoretical issues, conceptual and methodological questions, and key results.

Publications in technical literature and dedicated journals, conference papers and presentations at national and international events will be produced by technical and academic partners with the objective to increase peer-to-peer dissemination among the scientific communities and other professionals and experts in the energy efficiency field.

During the second period of INCIT-EV project, 11 Scientific articles have been written, 9 are published and 2 are under review. 18 985 is the approximate audience of the journal/magazine/web link to these articles.

2.4.8 INCIT-EV events and workshops include presentations at academic conferences:

The INCIT-EV Consortium project will target high-profile academic conferences and workshops organized by national, European, and international organizations that involve and/or represent e-mobility communities. To involve stakeholders more actively in discussion, theory and methodology development and application, the INCIT-EV Consortium will organize a series of workshops in different countries. Within the first year of activity a dissemination meeting with the main stakeholders and the EC will be organized to inform about the scope of the project and promote its dissemination and follow up. Three additional workshops will be organized during the project.

During the second period of INCIT-EV project, 23 participations in events, expositions, and webinars, eight of which were carried out in partnership with members of the Synergy Club.

For speaking at conferences, we can mention: A&T conference in Torino (Italy), E-mobility conference Ljubljana (Slovenia), AIIT seminar Imola (Italy), AIIT 3rd conference on transport infrastructure Roma (Italy), CIREN E-mobility and power distribution systems Porto (Portugal), Bidirectional Charging in EUROPE webinar from German minister of transport, Urban Mobility ITinerary congress Barcelona (Spain). Full list of events can be found below:



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2.4.9 INCIT-EV Use cases:

Use cases and demonstrators are reaching their maturity, and first showcases took place in Zaragoza. Attached is the progress of the project use cases.

UC1a/Amsterdam V2Gr Smart Charging:

algorithms in operation in 110 charge points of Total joined Congestion Markets.

UC1b/Utrecht V2Gr Smart Charging:

communication works with ISO 15118-20 for V2G for AC and DC.

UC1c/ Amsterdam V2H Smart Charging:

approval of a homeowner's association for the placement of charge stations.

UC2/Paris. Dynamic charging in city:

All equipment were received. A practice installation was made at Core Center Colas. Public works administrative process has been engaged.

UC3/Paris (Versailles Satory). Dynamic e-corr. wireless highway

all components are available, testing is scheduled for Q4 2024

UC4/Turin Charging hub parking periphery

All the material was developed and tested and are ready to be installed in the demo-site.

UC5/ Tallinn. 200 kW EV Superfast highway

The first tests are start, and the demo sites civil preparation works is finished.

UC6/Zaragoza. DC Bidirectional static & UC7/Zaragoza Wireless taxi airport:

Civil works execution completed. Main activities: trench digging, electric channels installation, cabinets concrete pedestals construction, inductive manhole construction, manhole cover acquisition, parking places painting.

The local authorities' member of the consortium and local representative partners was organized showcases to promote the project activities. The showcases take place in the Saragossa Mobility City, a dedicated space aiming at contributing to the development of the efficient mobility in Spain.

2.4.10 Advisory Board:

The Advisory Board is composed of 14 members representing entities outside the projects. During Advisory Board meeting the progress of the project was presented to members, which raised many questions and feedback from the industrial partners.

1st Advisory Board June 2021

2nd Advisory Board took place in December 2022.

We plan the last Advisory board at the end of 2023/ earlier 2024.

2.4.11 Interactive multi-stakeholder closing event:

An interactive, multi-stakeholder event will conclude the project. This final conference (including a webinar) will be organized in a city to highlight one of the project's demonstrators.



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Planning for this event will begin in early 2024.



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3 PROJECT IDENTITY SET AND DISSEMINATION TOOLS

3.1 Materials

3.1.1 Logo & visual material

CIRCE update Project visual material (deliverable D10.11). this second updated of the visual materials including new leaflet, new demonstrator map and new visual identity for the demonstrators.

The partners are invited to create their documents within the Template, always adapting the content to the readers. Moreover, they are encouraged to convey understandable and well-structured message about the project.

All documents are available on the TEAMS room.

3.1.2 Project leaflets and flyer

Project leaflets and flyer, to provide our audiences with an attractive and written project overview and summary of the main project objectives and results. Two sets of leaflets/flyer are scheduled in the project: the first at the beginning of the project, focused on the objectives and vision of the project; and the second in the last year, highlighting the most promising results and validating the TRL7 demonstration achievement. Each set will include two different versions to reach two well distinguished target audiences: on the one hand leaflet, industrial and scientific stakeholders will be tackled with a technical language and contents (detailed flow charts, data graphics, etc.). On the other hand, flyer for citizens and policy makers will be engaged with a plain language and a higher content of graphics and images. If necessary, each Partners will translate to the own languages. The brochures will be able to be distributed in printed form (handed out at conferences or other events) or in electronic version (PDF file) and will be also downloadable from the project website.

The first version of this material was done in 2020. CIRCE make in 2023 an update of the dissemination materials, (leaflet, flyer) including new map of demonstrators.

All partners could develop their own materials deliverables, to show the performed activities and achieved results. Public deliverables will be accessible from the website; meanwhile confidential deliverables will be used to spread the knowledge inside the partners.



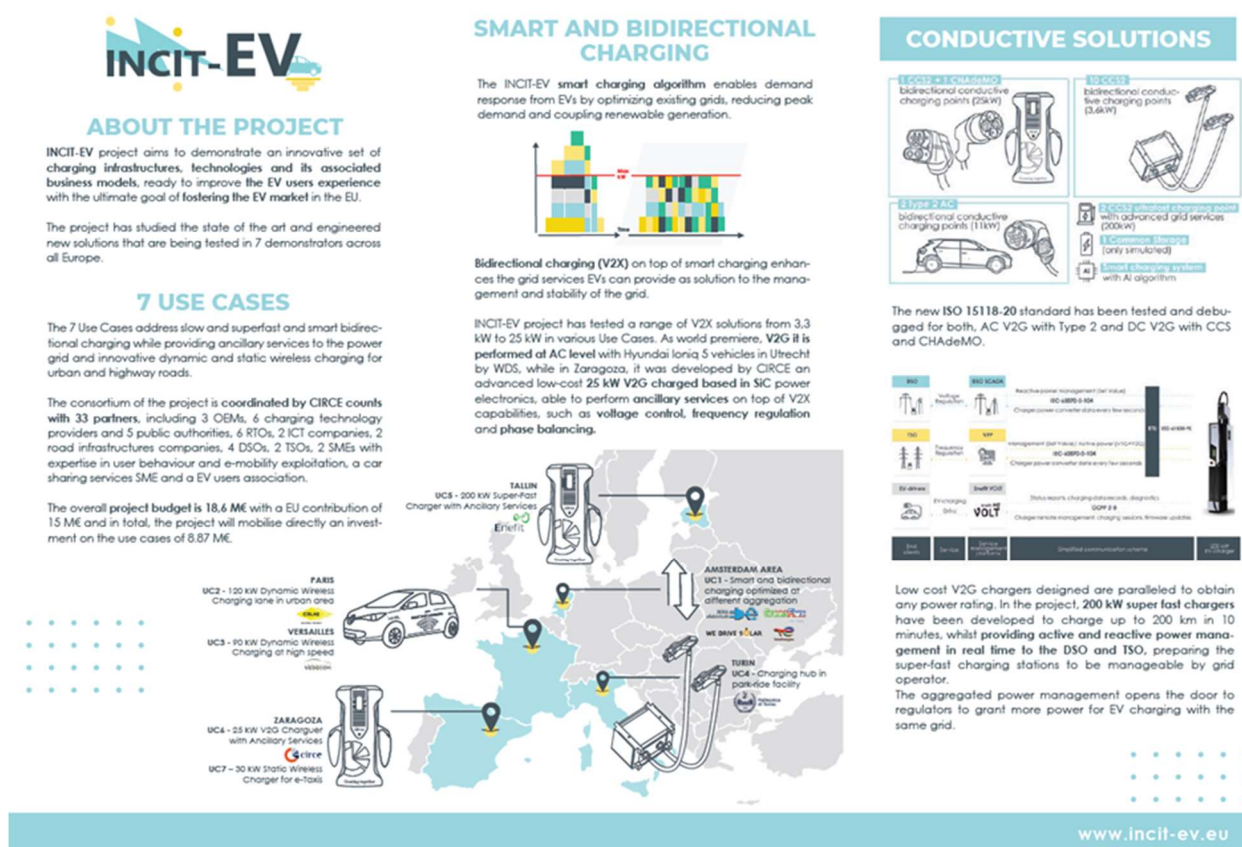


Figure 7: New flyer on uses case and demonstrators.

3.1.3 Video

All partners could make specific video relate to their project activities.

Project related videos, to communicate the project's vision, objectives, and results. These presentations will be accessible from the website and could be uploaded in YouTube or other media.

At date 3 videos had been made:

Amsterdam

Circe interview Miguel

Circe V2G Charger



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Figure 8: interview of Miguel Zarzuela Cepero, EU Project Coordinator at CIRCE.

3.1.4 Other material

Info-packs, using infographics will be produced to explain the INCIT-EV guidelines in an easy and immediate way and foster replication. A continuous management and packaging of contents in different formats according to the specific dissemination needs of the different audiences will be guaranteed for each specific project outcome and public deliverables.

CIRCE is the responsible of these info-packs include in D10.3 deliverable.

Project visual material: CIRCE update Project visual material (deliverable D10.11).

Second updated of the visual materials were uploaded as deliverable, including new leaflet and new visual identity for the demonstrators.

Info pack: CIRCE makes an update of the Info pack, communication tools and visual material (template, office material...).



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4 PLAN OF COMMUNICATION FOR THE LAST YEAR OF PROJECT

In this section is presented the strategy through concrete C&D actions that partners can implement in the last 12 months of the Project.

4.1 communication on deliverables

For this we have listed the deliverables and identified the C&D actions related to these deliverables.

Attached is the description of deliverable and possible actions.

D2.4 Use cases evaluation from the users' perspective.

This Report includes bio signal and acceptance studies addressing user experience in real conditions.

possible scientific publication and /or lecture session on congress, newsletter article and LinkedIn post.

D2.5 Future strategies and recommendations to support e-mobility.

This document including the main conclusions reached in WP2 will be summarized here. Specifically, the DLV will include propositions to incentivize different categories of users in the use of EVs.

This Report will be the base of recommendation document with synergy club. Organization of workshop for presentation of this recommendations. Possible presentation on congress lecture session, newsletter article and LinkedIn post.

D6.4 DSS and Service and Application Layer validation.

This DLV will consist of the DSS, the Service and Application layers tools, including upgrades if finding relevant during its operation during the project.

We could envisage a workshop to present the Demonstrator to municipalities. Note: report is confidential. Information in newsletter and LinkedIn pots.

D7.8 Impact assessment: KPIs evolution at urban areas.

This report containing the evaluation of the impact indicators for urban areas will be delivered here. Report including the medium- and long-term impacts of the urban use cases that will be deployed during the project will be included.

Possible publication taking in count that this document is confidential. Information in newsletter and LinkedIn pots.

D8.8 Impact assessment: KPIs evolution at peri-urban and extra-urban areas.



This report containing the evaluation of the impact indicators for peri-urban and extra-urban areas will be delivered here. Report including the medium- and long-term impacts of the urban use cases that will be deployed during the project will be included.

Possible publication taking in count that this document is confidential. Information in newsletter and LinkedIn pots.

D9.4 LCCA for the 7 use cases.

Life Cycle Cost Assessment of the use cases that will be demonstrated during the INCIT-EV project. It will include a roadmap to include the expected technology maturity over time.

Possible publication on newsletter and LinkedIn. Article on congress?

D9.5 Proposal for pricing and revenue models in the 7 uses cases.

Based on D9.4, the price for the services will be here detailed based on the competitive landscape. Additionally, this deliverable will include dynamic pricing strategies.

Presentation on webinar

D9.7 Replication potential of technologies in the EU. Action plans for the INCIT-EV cities and TEN-T corridors.

This DV will propose an ad-hoc action plan for each INCIT-EV city. This Action Plan will include the a) setting-up of the top-level Solutions (Use-Cases) configuration for those that are of interest for each city, among the seven available, b) the description of the setting goals for each city, c) the guided steps that need to be followed to ensure success and d) a rough time plan associated by a preliminary Investment plan.

This report will be used to make recommendation on synergy club document. It is also possible to present the results at congresses or webinar. Write article for Newsletter and LinkedIn pots.

D9.8 Business development Strategy and Exploitation Plan. Roadmap for the market uptake and commercialization of the analyzed technologies.

This deliverable will collect the different business models for each of the use cases that will be triggered by the project execution. These business models will evaluate the pros and cons of implementing such business models depending on different boundary conditions of the cities. These business models will just include the exploitation routes of the innovations developed in the INCIT-EV project.

Most of the solutions developed during the project will be ready to be implemented in the European market by 2025. After that, the members of the consortium will promote the solutions developed and demonstrated during the project among the most relevant stakeholders, thus following different exploitation routes tailored to the INCIT-EV results.

Communication taking in count that this document is confidential. Information in newsletter and LinkedIn pots.



D9.9 Regulation and standards recommendations on electric infrastructure charging.

This deliverable will collect a set of specific recommendations for the public authorities of Europe. These recommendations will raise the awareness about the amendments needed in regulation towards the implementation of the most feasible and economical interventions for the EV wide implementation. Additionally, this deliverable will include the conclusions of the overall amendments that shall be done to the European Islands regulation in order to facilitate their transition to a greener environment while preserving the ecosystems.

This report will be used to make recommendation on synergy club document. It is also possible to present the results at congresses or webinar. Write article for Newsletter and LinkedIn pots.

D9.10 Update of IPR and Innovation strategy. DLV updating the content of D9.6 in order to provide the final IPR and Innovation strategy of the project.

Internal document not public, no external C&D

Attached is the list of upcoming deliverables with potential communication actions.

	date	Public	designation	leader	article	presentaion	newsletter	linkedIn	workshop	webinar	synergy club
D2.4	01/06/2024	yes	Use cases evaluation from the users' perspective	BITBRAIN	X	X	X	X			
D2.5	01/06/2024	yes	Future strategies and recommendations to support e-mobility	LINKS	X	X	X	X			X
D6.4	01/06/2024	no	DSS and Service and Application Layer validation	LINKS			X	X	X		
D7.8	01/12/2023	no	Impact assessment: KPIs evolution at urban areas.	QI ENERGY			X	X			
D8.8	01/06/2024	no	Impact assessment: KPIs evolution at peri-urban and extra-urban areas	QI ENERGY			X	X			
D9.4	01/12/2023	yes	LCCA for the 7 use cases	QI ENERGY	X		X	X			
D9.5	01/12/2023	yes	Proposal for pricing and revenue models in the 7 uses cases	QI ENERGY						X	
D9.7	01/06/2024	yes	Replication potential of technologies in the EU. Action plans for the INCIT-EV cities and TEN-T corridors	VEDECOM	X	X	X	X		X	X
D9.8	01/06/2024	no	Business development Strategy and Exploitation Plan.	POLITO			X	X			
D9.9	01/06/2024	yes	Regulation and standards recommendations on electric infrastructure charging	CIRCE	X	X	X	X		X	X
D9.10	01/06/2024	no	Update of IPR and Innovation strategy	QI ENERGY							

Table 8: upcoming deliverables

This list shows us that most deliverables arrive at the end of the project (June 2024). This limits communication opportunities. There are only three deliverables left in December 2023. It is necessary that the partners provide the material to allow us to communicate at the same time as the deliverables.

It is therefore important to exploit the deliverables of 2022 that can give rise to communication actions. Attached is the list of these public deliverables that can be exploited for C&D actions.

D2.3 Users expectations and concerns about e-mobility

This report will include the conscious implicit associations and discrete choice analysis on users' drivers' motives and concerns about EVs.

D9.3 Cost/benefit analysis for public administrations

Report that contains information starting from demonstration campaign monitoring data, description of energy and related money savings in comparison with solution investments via a cost/benefit analysis that takes into account technical and non-technical aspects towards replication.



4.2 LinkedIn activities

In addition to posts on deliverables and use cases, we have planned:

- Presentation of the INCIT-EV project partners.
- Information about the synergy club.
- Information on Project meetings: Steering committee, general assembly, Advisory Board etc...
- Information workshops and webinars from INCIT-EV and synergy club member.

4.3 Website activities

The evolution of the website highlights the UCs and simplifies the different pages and tabs of the site to make it more attractive. The new website tree structure makes it easier to reach information on the results of the project as well as all newsletters, scientific articles, publications, participation to events, etc... A tab presenting the synergy Club will also be created with the links to the website of members. All visuals and photos will be updated.



Figure 9: proposition of new home page of INCIT-EV website.

4-3 Videos on project Use Cases.

The list of Use Cases and 2023 status is on chapter 2.4.9.

Each partner in charge of UCs is responsible for producing a video that presents the operational demonstrator.



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Videos and demonstrators must use the infographic rules defined in D10.3 and D10.11.

To have a certain homogeneity of these videos, use a format to be able to broadcast it on the web and social networks, max duration 10mn and apply the same story board.

Attached is the proposed story board:

First view: INCIT-EV project logo, name of UC presented, and list of partners involved.

Second view: Map of the demonstrators (Figure 3) and zoom on the UC presented.

Then free format which can include for example:

- View of the charging installation,
- Interview with the leader of the demonstrator who presents it,
- Interview with a user of charging system,
- Interview with the municipality,
- Technical presentation of the demonstrator,
- Etc.

At the end of the video: Logo of all project partners, the EC logo (figure 1) with reference to project number+ website and LinkedIn link of the project.

4.4 Final INCIT-EV Video

A final video will be produced highlighting the main outcomes of the INCIT-EV project. The video will be produced with a mix of footage, animations, and infographics to address stakeholders at large and the general public. It will be hosted on the website and distributed online to all partners' platforms and information multipliers. This video will reuse the videos of the use's cases.

AVERE should coordinate the development of this video as WP10 leader and Task 10.2 leader. Funding for this video will be defined by the consortium based on the available budget. The work on this video will be start at beginning of 2024.

4.5 Final INCIT-EV Event

Attached proposal for the closing event of the project that remains to be validated.

In June 2024 organization of a closing event presenting the results of the project. The location remains to be defined but it is wise to do so in a city where a demonstrator is located. Zaragoza, Amsterdam, and Tallinn have already hosted the SCs and presented their demonstrators. The choice of venue could be Turin, Paris, or Versailles.

This event will take place over one day and half. The afternoon of the first day will be an internal meeting to present the results using the format of the general assemblies. The results public and confidential will be presented to all members of the consortium, the EC may be invited.



Day 2 will be the closing meeting open to the public. The focus will be on the concrete results of the project.

The format will be in the form of round tables with a facilitator, attached draft of the event.

9:00 am **start event**

10' Introduction: Final video projection + general presentation of the Project

45' User expectation round table

45' Round table prospective, business model and DSS

45' Round table wireless charging demonstrators and brick technologies

Description of the technology and then the three demonstrators

Wireless charging demonstrators



Recharging taxis and public transport vehicles while stationary



Implementing dynamic induction charging infrastructures at the heart of cities



Implementing dynamic induction charging infrastructures on long-distance roads

12:30 Networking lunch

2:00 pm **start afternoon**

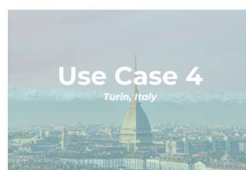
45' Bidirectional round table charging demonstrators and technological brick

Description of the technology and then the three demonstrators

Bidirectional charging demonstrators



Implementing a community bidirectional charging program



Exploring the interoperability between public transport and electric vehicles infrastructures



Powering a building via an electric vehicle thanks to bidirectional charging

45' Round table smart and ultra-fast charging demonstrators and brick technologies

Description of the technology and then the three demonstrators



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Smart and ultra-fast charging demonstrators



Experimenting aggregated smart charging



Supporting flat owners who want to switch to an electric vehicle



Recharging electric vehicles in less than 15 minutes thanks to super fast chargers

45' Recommendations to support e-mobility

With synergy club members

5:00 pm **Conclusion & Visit of the demonstrator**



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5 CONCLUSIONS

The INCIT-EV project has successfully concluded its initial phase, with the production of planned communication materials. Notably, ongoing collaboration with other EU-funded projects in electric mobility remains a key focus. This collaboration is facilitated through regular joint meetings, involving the contribution of more than 5 projects. This joint initiative originated from the RTR Conference in 2021 and was strengthened by the CINEA project officers, showcasing our commitment to building partnerships within the EU framework.

The project is now looking at the last 12 months of its implementation with special focus on the final event, public videos of each of the Use Cases and further dissemination of the public deliverables and solutions of the project to the wider audience.

Final event, Advisory Board, Newsletter, Synergy Club, website and social media updates are the main expected actions until the end of the project.



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