

Deliverable 10.3

Annual Report on dissemination activities addressing intended audience

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Date: March 30th, 2012

Version: 1.3

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

Version	Date	Author	Description
1.0	February 6, 2012	Norbert Vierheilig	Draft
1.1	March 1, 2012	Norbert Vierheilig	Final
1.2	March 15, 2012	Norbert Vierheilig	Final PU
1.3	March 30, 2012	Norbert Vierheilig	Approval by Coordinator

Status	
For Information	
Draft Version	
Final Version (Internal document)	
Submission for Approval (deliverable)	X
Final Version (deliverable, approved on)	

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List of Abbreviations

CA	Consortium Agreement
DoW	Description of Work (Annex I of Grant Agreement)
EV	Electric vehicle
WP	Work Package
EU	European Union
EC	European Commission
SON	Site Operators Network
GA	General Assembly
GeM	Green eMotion
IAA	Frankfurt Motor Show (Internationale Automobil-Ausstellung)
MoU	Memorandum of Understanding
ICT	Information and Communication Technology
CEO	Chief Executive Officer
IT	Information Technology
RES	Renewable Energy Sources
PR	Public Relation
GeMS Forum	Green eMotion Stakeholder Forum

Executive Summary

This report covers the dissemination activities of the project months 1 to 11 (March 2011 to January 2012). This was the first communication phase of the project, which was aimed at creating initial awareness of the project by informing all target groups about the general objectives of Green eMotion (as described in the DoW and the Dissemination and Exploitation Plan D10.1).

Considering the incoming requests from conference organizers, publications and other EU projects regarding Green eMotion as communication topic, initial awareness was generated. But since we were only able to talk about objectives and not yet results, not all of the given opportunities were really open to use.

This hurdle for communication will end with the number of deliverables being finalized in month 12 (February 2012). After project internal approval of this first set of results we can start the second communication phase of the project: Increase the awareness of the project by informing the public about intermediate results of the project and providing more detailed information also to the scientific and industrial community. An outlook to further dissemination activities is given in the updated Dissemination Plan (Version 2.0).

In the first two months of the project the dissemination activities were focused on setting up the communication basics and the infrastructure. So a logo was created and accepted by a big majority of project partners. For the high level launch event on March 31st in Brussels with European Commission Vice-President responsible for Transport, Siim Kallas, the Green eMotion Internet was live, we had a press release out and a first project flyer was distributed. These activities were followed by the internal project website and detailed communication guidelines.

Dissemination activities in the first months of the Green eMotion project were set up via different channels, like press, online or trade shows and conferences. This report gives the data how the channels got used. The results in short:

- We had a certain press coverage following the two project press releases and some press work by partners mentioning their work for Green eMotion. With the communication on results and more partner activities we should be able to improve the press coverage.
- With nearly 2 million hits in the first 10 months we had a really good start for our Internet website. Green eMotion is very well ranked on Google in most of the countries. With more News and the upcoming Newsletter the click rate will increase.
- With presence at more than 54 events, conferences and trade shows Green eMotion was well presented in this area. Adding the upcoming Road Shows and future paper presentations of the project results, Green eMotion will be even better presented in the next years.

1 Introduction

Green eMotion aims at the creation of a framework for green electromobility in the EU. Based on existing regional demonstration projects (now concentrated into 8 demo regions) the feasibility and scalability of an interoperable and standardised electromobility system including a Clearing House will be tested and demonstrated in order to establish the best conditions to allow businesses and consumers to drive electric vehicles (EV) and thus enable the mass market introduction. As a result, the demonstrated user-friendly, interoperable, and scalable framework will serve as a benchmark for further regions and their interconnection in Europe. Policy makers, urban planners, and electric utilities will be equipped with the necessary tools to facilitate the EU wide rollout of EV. The start of the market rollout of EV is right now starting with the first series of EV offered by several car manufacturers. However, only after 2015 it is expected that the required framework, including a comprehensive infrastructure and related favouring policies to facilitate consumer acceptance will lead to a significant share of EV among the newly registered vehicles (EU target: 30% of vehicles on the EU market are electric (and plug-in hybrid) vehicles in 2030).

To support this start of an EV mass market, intensive communication about the Green eMotion project is necessary. Key driver is the end user acceptance and convenience of the new technology. Considering the complexity of technical components, systems, and processes in the EV environment a high degree of uncertainty on the customer side must be managed. Compatibility, quality and safety of future applications play a major role in this context. Communication about the Green eMotion project has to make industry as well as consumers comfortable with the approach to a Europe wide electromobility system. Therefore our communications should always focus on the overall project. The success of the project depends on the performance of each project partner. But the most important thing for our target groups is for Green eMotion to be successful in its entirety, because that is the only way to truly advance the topic of electromobility in Europe.

The first results of the Green eMotion dissemination activities were laid down in the deliverables D10.2 "Project Website and Project Logo" and D10.1 "Dissemination and Exploitation Plan". D10.2 describes the results of the first months of the project. We had a logo designed, a press release, a project flyer and the Internet ready for the high level launch event in Brussels on March 31st. Shortly afterwards the internal website went live with the structure for the demo region data acquisition project of WP1 – the Site Operators Network (SON). In D10.1 the communication measures got defined for the first year of the project. It is not possible to define all communication steps for a 4 year life time of such a huge project in the real beginning. So the Dissemination Plan is a living document and will be updated approx. twice a year. The next issue – version 2.0 - will be available in March.

To make communication happen in the Green eMotion project, a WP10 working team was setup with decision of the GA in Brussels on March 16th. Within this team the communication topics are discussed and decided. Therefore bi-monthly telephone conferences got established and also a face-to-face meeting is planned for 2012. According to feedback from project partners, this cooperation started quite well.

2 Setting up the dissemination activities

The Green eMotion project was started with a kick-off meeting including all partners in Brussels on March 15 and 16, 2011. Already at that meeting the first sketches of a project logo and a project design were presented and discussed with the partners. In the General Assembly in Brussels on March 16th the partners agreed (33 yes, 1 no) that the dissemination topics for Green eMotion will be discussed and decided within the WP 10 working team. All project partners have nominated at least one representative for this team.

On March 31, the European Commission Vice-President responsible for Transport, Siim Kallas, arrived in an electric car at the Amigo Hotel in Brussels for the launch event of Green eMotion. Together with Richard Hausmann, CEO of Smart Grid Applications within Siemens, he formally started the project. The press release for this event about the start of the Green eMotion project was agreed on by all partners. Also the Internet (www.greenemotion-project.eu) was life and the first project flyer got distributed. The press release can be found on the starting page of the Internet (Press corner). It is available in English, German and Spanish (thanks to Endesa).

2.1 Project Logo

The logo is an easily recognizable image for the Green eMotion project. Dissemination of the logo is an ongoing process and is done via all accessible communication channels continuously throughout the whole project life time.

After discussion of first proposals at the Green eMotion kick-off meeting in Brussels on March 16, a logo was developed in an iterative process together with the WP10 working team. In the end the final logo was accepted by a very broad number (30+) of Green eMotion partners.



Fig. 1 Green eMotion project logo and the partner logo

2.2 Design and Communication Guidelines

Design and communication guidelines for the Green eMotion project were setup and communicated in the deliverables D10.1 and D11.2 as well as on the internal website (Marketing Materials/Templates).

In order to give the Green eMotion project its own unmistakable look and to make it possible for all partners to produce material in this unique style, the design guidelines describe typography, colours, and details for various communication topics. This covers proposals for:

- Press releases
- Word templates
- Power Point templates
- Online appearance
- Print media
- Events and trade show materials

WP10 coordinates the communication activities and combines the contributions of the individual consortium partners to create a strictly consistent overall appearance. All joint communication measures are marked with the Green eMotion logo.

The communication guidelines cover the following topics (see also D10.1 and D11.2):

- Integrating Green eMotion into your own communication activities
- Planning of communication activities
- E-mail
- Publication Clearance Procedure
- Approval Process for Publications
- Press Releases
- Contribution to Standards
- Confidential Information
- Social media
- Internet presence

2.3 First deliverables

The first deliverable in the dissemination area was D10.2 describing the project logo and the websites. It was published project internally mid of May. Since we were still in a learning phase with the processes at this early stage in the project, it took until early June to get D10.2 ready for approval.

Shortly afterwards followed D10.1: The Dissemination and Exploitation Plan for the Green eMotion project describes the communication framework as well as the communication measures to achieve the widest possible impact according to the communication objectives in 3 phases:

- The first phase of the project aims at creating initial awareness of the project by informing all target groups about the general objectives of Green eMotion.
- The second phase of the project will increase the awareness of the project by informing the public about intermediate results of the project and providing more detailed information also to the scientific and industrial community.
- The third and final phase of the project will intensify the communication even further to prepare the massive uptake of EV and especially target the scientific and industrial community as well as policy makers while still massively informing the general public/potential consumers about the results of the project.

The first phase has started with the project launch in March 2011. It was planned to last for approx. one year. The second phase will start after the approval for publication of the M12 deliverables and run until around M24. The third phase covers the last two years of the project and will focus on the implementation part of the Green eMotion project.

The Dissemination and Exploitation Plan describes the communication frame for the Green eMotion project with design and communication guidelines as well as an approval process for publications. It explains the target groups and gives an overview on the planned communication measures using a broad variety of communication channels.

Since it is not possible to define in the beginning of such a huge project all communication details for the 4 year time frame, the Dissemination and Exploitation Plan is a living document and will be updated approx. twice a year. Version 2.0 is right now in the final draft status.

2.4 Project internal website

For internal data exchange within the Green eMotion project an online platform with individual access rights was implemented (<https://dms.greenemotion-project.eu>). To increase security of this site, no link is

provided on the public site. It is information available open to all users as well as restricted information for specific user groups. Therefore a directory based access right approach was implemented.

The following information is available on the internal website:

- External Demo Sites: Preparation for the activities from WP1 together with the Stakeholder Forum for data acquisition in external demo regions.
- Marketing Materials: From the latest version of the Green eMotion presentation via event materials (incl. event list) to the design and communication guidelines and communication materials (templates, GeM logo, pictures, etc.).
- Project Coordination: All kind of Green eMotion project management topics, especially the deliverables and the documents for approval.
- Site Operations Network (see below).
- Stakeholder Forum GeM internal: Materials for the Stakeholder Forum with access by all Forum participants.
- WP folders: WP related documents and information.

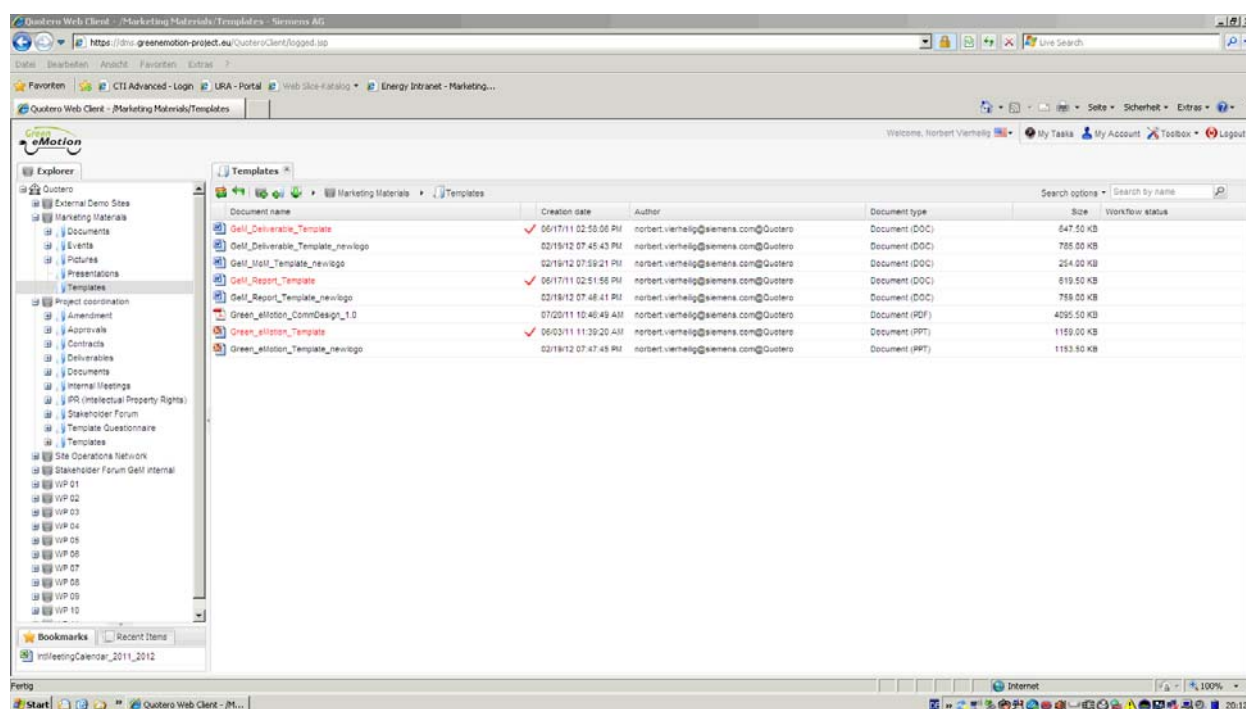


Fig. 2 Structure of the Green eMotion internal website

Special consideration was put on the implementation for the Site Operators Network folders. They are used by WP1 for data collection from the demo regions. The very sensible data from the different demo regions are only accessible by a restricted number of people (see also D10.2 and D11.1).

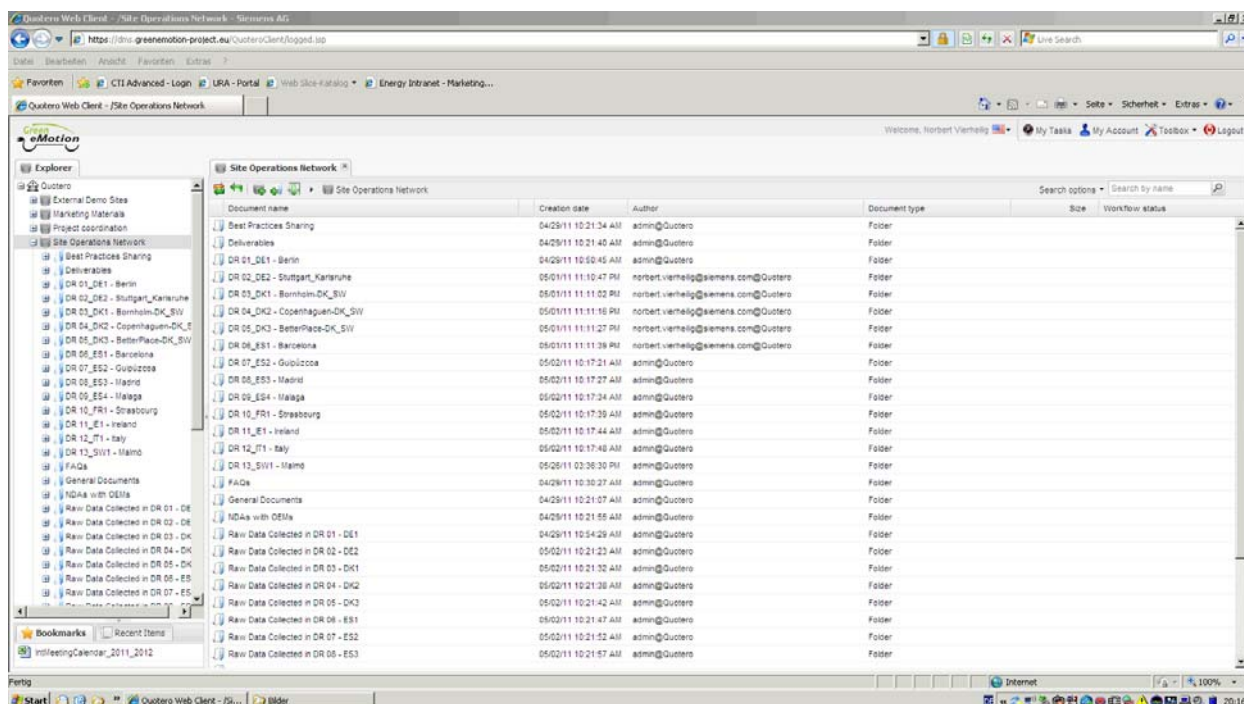


Fig. 3 Demo region data acquisition on the Green eMotion internal website

3 Target Groups

This report covers the dissemination activities of the project months 1 to 11. It is the first communication phase of the project, which was aimed at creating initial awareness of the project by informing all target groups about the general objectives of Green eMotion (as described in the DOW and the Dissemination Plan). So dissemination in the first Green eMotion year was aimed at getting Green eMotion known in the market. Main topics for communication were the project setup and objectives, since first results will be available after approval of the M12 deliverables. Therefore the approach was not really target group specific. But we tried to use a variety of communication channels to reach all in the DoW and the Dissemination Plan mentioned target groups. The communication channels used are described in the following chapters.

4 Press activities

Multipliers like the press are especially important for promoting the Green eMotion project and its image. So the start of the Green eMotion project was used for the first press release. In a very short time frame between project kick-off on March 15/16 and the launch event on March 31 it was discussed and approved within the WP10 working team. It covered the main facts about Green eMotion and the project objectives. On page 2 it was a possibility for all partners to include a paragraph about their company. This first press release was published by the press departments of all partners on April 1 and via the Green

eMotion Internet (starting page, press corner). We got quite a good coverage in online press media, mainly from the energy and automotive site, but also in ecological and financial news channels.

The launch event was also thought to be used as a press meeting. But since EC issued their press release about the Green eMotion project one day before the event on March 30, there was only very few interest from Journalists.

Press coverage dropped rapidly after the peak in April. That's somehow natural, since no additional newsworthy information could be provided at this time. To get Green eMotion back into press, a second press release was issued at Frankfurt Motor Show (IAA), which is the biggest automotive event in Europe. This press release (also available in the press corner of the Green eMotion Internet) provided some more details about the project organisation and on the demo region approach of Green eMotion. It was distributed via the press kits of the Green eMotion partners participating in IAA (Bosch, IBM, Siemens) and the event press office. The OEMs did not participate in this activity, since they focus in this very important show explicitly on their own brand.

We had also two local press releases: for the Irish Green eMotion launch on June 21, 2011, and for promotion of Green eMotion in Spain with the Board meetings in January 2012.

Additional press coverage for Green eMotion was generated by partner press releases or articles mentioning the project: Siemens (end of May and June), Bosch (end of July), IBM (August 2011 and January 2012) and TUV-Nord (October). Also in Spain and Denmark Green eMotion found its way into the press due to activities of partners.

Beside the conferences (see Chapter 7) only very few articles about Green eMotion got published. Some partners gave interviews talking about Green eMotion beside their company topics. Press coverage based on conference participations was not visible.

For the future press activities the following measures can be derived from the experience in the first Green eMotion year:

- Get more partners involved in actively promoting Green eMotion to the press.
- Get publications out with the results of Green eMotion to increase the visibility of the project especially in the trade press.
- Find a way – like in Spain or Denmark – to get Green eMotion topics out to the press in the country language via local partners.
- Organize a press event at European Sustainable Energy Week

5 Printed Materials

For the launch event on March 31 the first Green eMotion flyer was produced. The layout is based on a uniform grid and typesetting template. Interested partners can refer to the Communication and Design Guidelines on our internal website to create their own materials. Up to now nearly 9.000 of these flyers got distributed. They are available by WP10. The electronic version can be found on the internal website under Marketing Materials / Documents.



Fig. 4 Green eMotion project flyer

Even in times of electronic centered communication it is still important to have some glossy printed material available to hand it out to interested people. Therefore printed materials for Green eMotion will be still part of our communication mix in the next years. The flyer will be reworked with the availability of more project information and a brochure focusing on the demo region activities will follow.

6 Online activities (Internet)

To start communication about Green eMotion to a broad audience and to distribute Green eMotion news the website www.greenemotion-project.eu was started. The project website plays a central role in the communication of Green eMotion. It was put live just before the launch event on March 31 and is updated constantly.

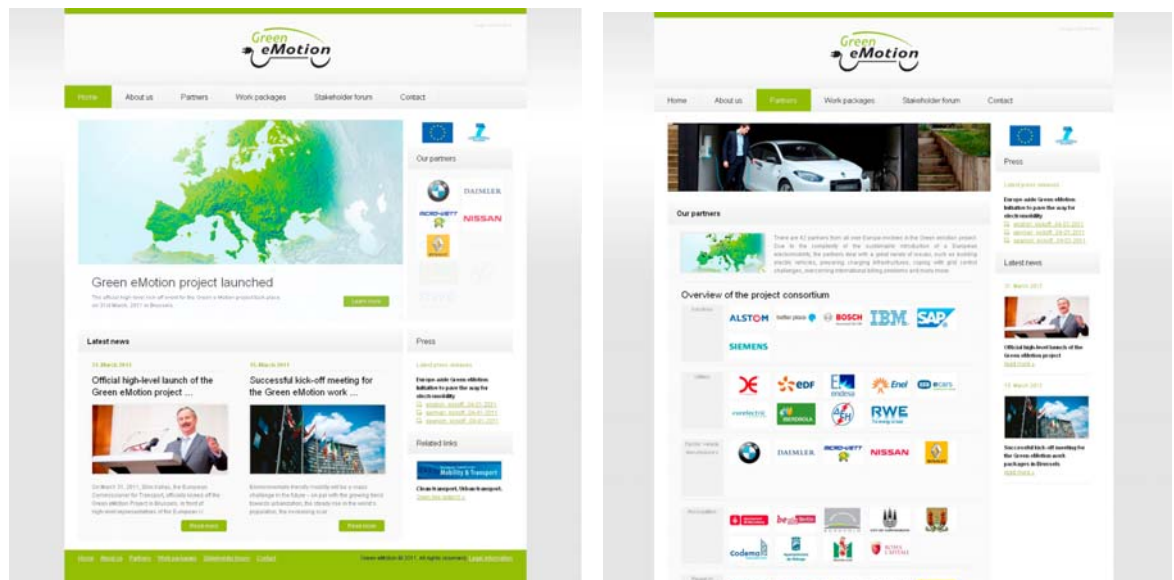


Fig. 5 Green eMotion Internet

To get a feeling for the interest in the Green eMotion website, a tracking function was implemented. It counts not simply the hits (which could be misleading due to search engine requests) but the real visits per day. After initial very high interest in the website the visits slowed down. This reaction is somehow logical. The interest came back in December. This was triggered by a very successful Stakeholder meeting in Paris in November and by an interview of Mr. Siim Kallas in the EurActiv Newsletter featuring Green eMotion.

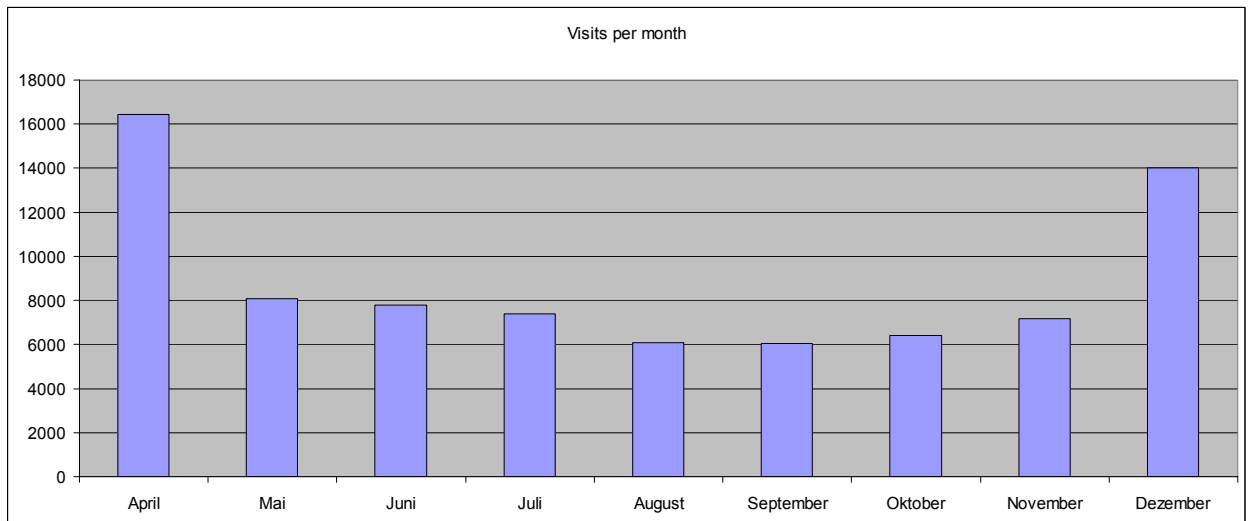


Fig. 6 Visits per month to the Green eMotion Internet 2011

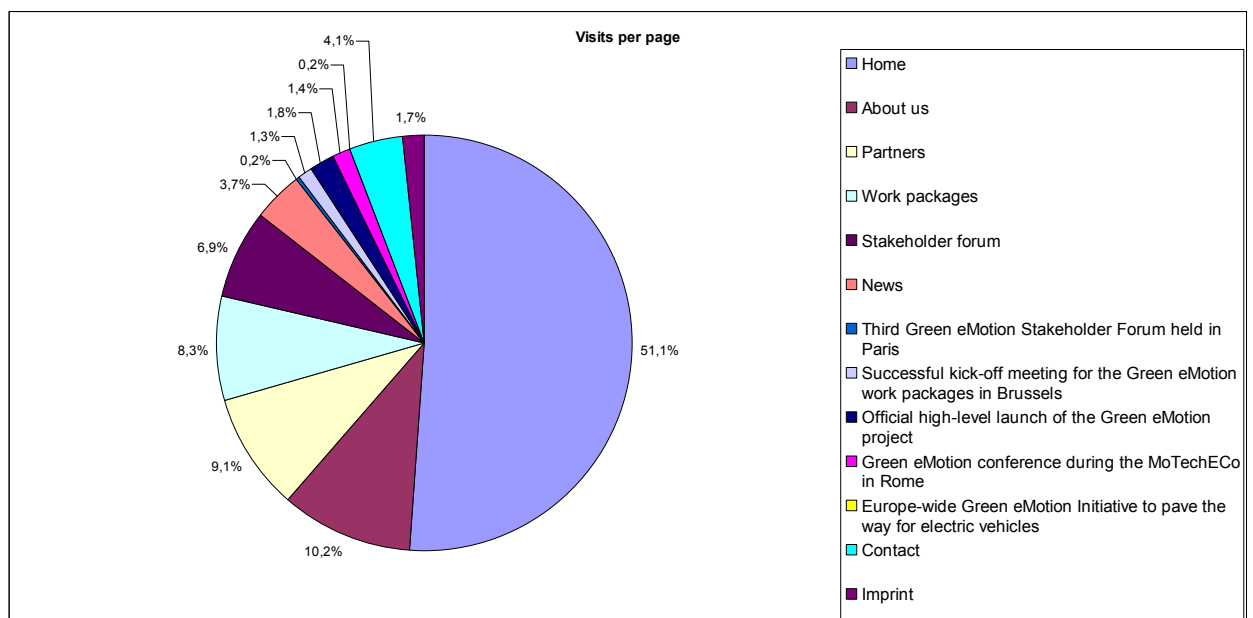


Fig. 7 Visits to the Green eMotion Internet pages (April – December 2011)

The evaluation of the page access shows that of course the starting page (Home) has most of the visits. It is followed by more or less equal interest for detailed project information (About Us), the project partners, the work packages and the Stakeholder Forum. The News where not so often selected for detailed information. But since the latest 4 News are shown on the starting page, the readers are making use of this shortcut.

The statistics about usage by countries shows global interest in our project. Interested countries differ slightly from month to month and all countries around the globe are looking into our project Internet pages. Even from USA (especially April 2011) and China (major source of visits in December 2011) we had several visitors. (The category “Network” covers the .net addresses and can not be allocated to a certain country.)

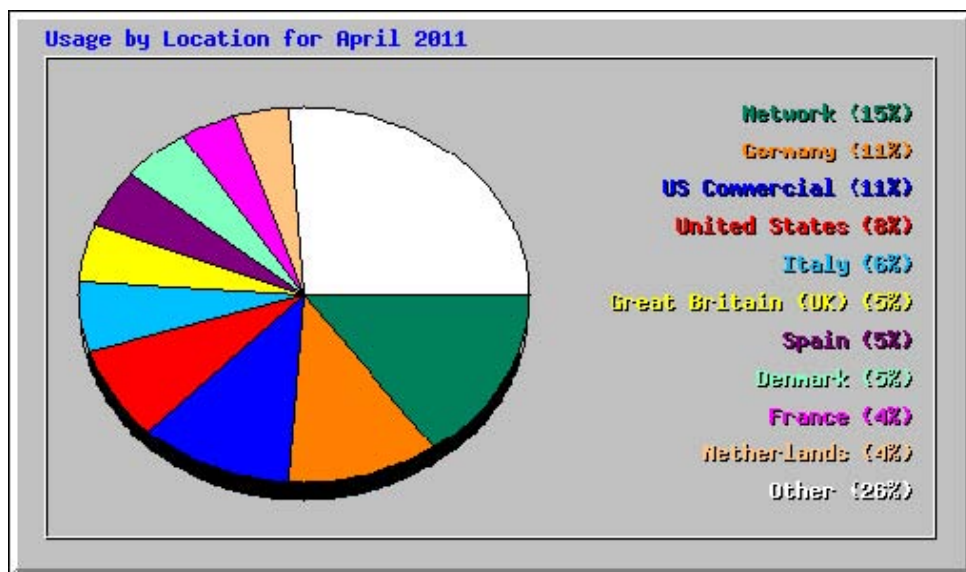


Fig. 8 Green eMotion Internet usage by countries April 2011

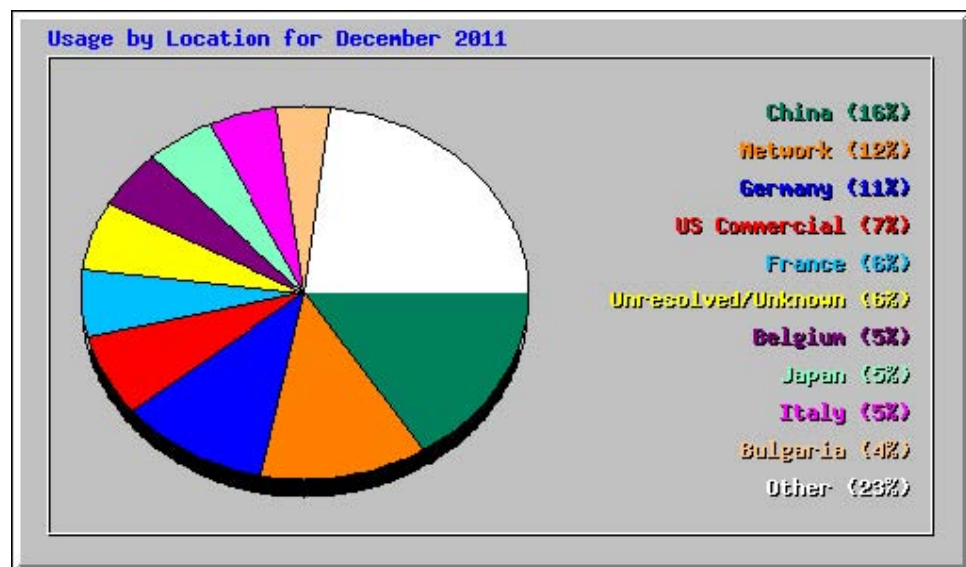


Fig. 9 Green eMotion Internet usage by countries August 2011

In the Green eMotion Internet a contact page is integrated. In the first months after the setup of the project website end of March, nearly one real request per day came in via the contact template (beside spam like newsletters, event information and car selling mails). This interest level dropped in July due to the European summer break. But it didn't recover afterwards. So right now we have two incoming website requests per week. There are two major fields of requirement:

- Getting more detailed information about the project and the work packages (focus in the first 3 months).
- Questions for cooperation with the project and participation in the Stakeholder Forum (focus topic since July).

Green eMotion is also ranked very well on Google. The first entry when searching for Green eMotion in Germany on a computer locked to the Siemens network is the Green eMotion project website. It is followed by Internet pages from partner companies and some institutions: Siemens, Bosch, TUEV-Nord, EU, Enel, Betterplace, NSR (North Sea Region Electric Mobility Network), ECN, HyER (Hydrogen Fuel Cells and Electromobility for European Regions) as well as several press pages. Within the first 20 results only 3 do not refer to the Green eMotion project.

The Google search result is similar in many other countries. All show the Green eMotion project website as number one. In Spain, Ireland and Denmark links to partner and press pages fill the first 10 results. In France we have two links to www.green-emotionvegetale.com/ under the first 10 search results. It is a little bit different in Italy: There also the Green eMotion website is number 1, but a local appliance manufacturer owning www.greenemotion.it has better search results than the Green eMotion project.

The Green eMotion Internet is cross-linked with some of the partner Internet pages using the partner page and with several other EU funded project (see link section on starting page).

For the future online activities the following measures can be derived from the experience in the first Green eMotion year:

- Get more News out.
- More detailed information about WPs and their results.
- Improve Stakeholder Forum information.
- Start with a periodical Newsletter (distributed as pdf and via the Green eMotion website)
- Get more partners actively promoting Green eMotion on their websites
- Get Green eMotion information (publications, conference papers, press infos, etc.) out in country language via local partners (like for press activities)

7 Events and Trade Shows

When we promote the Green eMotion project at events, fairs and conferences, banners are a useful information media. The two roll-ups shown below are available from WP10 for use in your event. One set is circling through Spain, one is in Brussels and a third one is distributed out of Germany to interested partners. This set will be reworked from time to time, to show the latest project status. The pdf data are available on the internal website (Marketing Materials/Events). Partners can design their own Green eMotion communication materials for events based on these design examples. Also the Design Guidelines (see D10.1) have detailed information for creating event specific materials. If in doubt, please consult WP10 for further discussion.

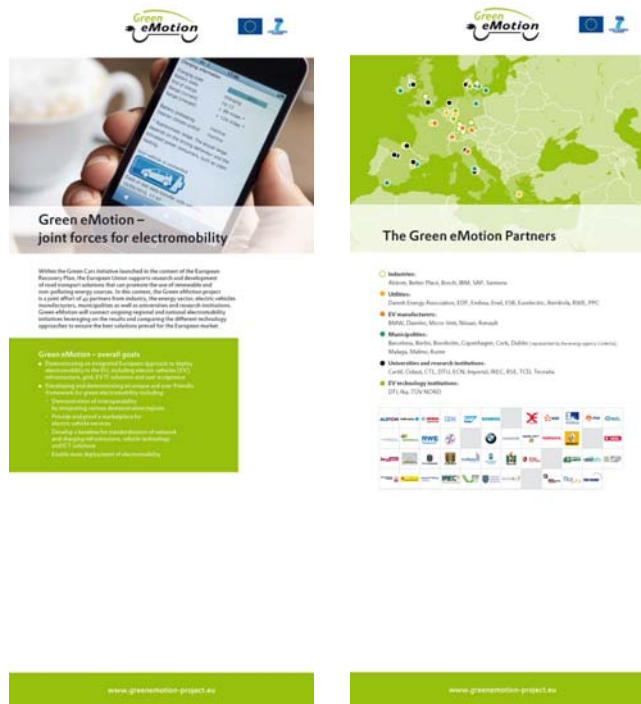


Fig. 10 Green eMotion roll-ups

At the following events and conferences Green eMotion was explicitly represented in a booth or with some project specific presentations (including feedback from 28 partners). But with several partners being very active in promoting electromobility throughout Europe, Green eMotion got mentioned also on many other occasions as a side topic.

Status	Event	Date	Location	Organizer	What's done	Participant
	GeM Kick-Off	March 15-16, 2011	Brussels, Belgium	Eurelectric	Event	all
	GeM high level Kick-Off event	March 31, 2011	Brussels, Belgium	Eurelectric	Event	all
	Hannover Fair	April 4-8, 2011	Hanover, Germany	Deutsche Messe AG	Lighthouse project panel	Siemens
	EUSEW	April 12-14, 2011	European Parliament, Brussels, Belgium		Small booth	Eurelectric
	T&D Europe	April 12-14, 2011	Copenhagen, Denmark	Synergy	Presentation	Siemens, Heike Barlag
	E-Mobility Graz	April 28-29, 2011	Graz, Austria		Presentation	Siemens, Ralph Griewing
	Green power trains for the future (FP8 Program)	May 10, 2011	Ljubljana, Slovenia	PROSEC		

	MoTechEco (Fair sustainable mobility)	May 11 – 13, 2011	Aranciera di San Sisto – Piazza di Porta Metronia, 2 Rom, Italy	City of Rome	Presentation	Enel, City of Rome, CTL, Siemens
	eMobility Summit	May 16.-17, 2011	Berlin, Germany	Tages-spiegel	Presentation	City of Berlin
	XIX Foro de Automoción Madrid. Propiedad versus movilidad	May 18, 2011	Madrid, Spain	Instituto de Empresa. Business School	Event	Iberdrola
	Challenge Bibendum	May 18-22, 2011	Berlin (Tempelhof), Germany	Michelin	Presentation	City of Berlin
	Las compañías eléctricas ante la recarga de los VE	May 24, 2011	Madrid, Spain	Colegio Oficial de Ingenieros Industriales de Madrid	Event	Iberdrola
	D-Incert seminar on electric vehicle consumer behaviour	May 25, 2011	Amsterdam, Netherlands		Presentation	ECN
	E-Vehicles 2011	May 26, 2011	Brussels, Belgium	Forum Europe		
	High Level Event Workshop "Portfolio of European Green Cars Projects"	May 31, 2011	European Parliament, Brussels, Belgium	EC (ict4fev)	Presentation	Siemens, Heike Barlag
	3rd Workshop on Research for the Fully Electric Vehicle DG INFSO	June 1, 2011	Avenue de Beaulieu 25, 1160 Brussels, Belgium	EC	Presentation	Siemens, Heike Barlag
	Barcelona Global Energy Challenge	June 2-3, 2011	Barcelona, Spain	IREC/MIT	Presentation	Endesa, IREC, Barcelona, Siemens Spain
	Conference on Electromobility in Malaga	June 6, 2011	University Malaga, Spain	University and city of Malaga	Presentation	City of Malaga
	Cired	June 6-9, 2011	Frankfurt, Germany	Cired	2 paper presentations	Siemens, Alstom, IBM, fka
	8th ITS European Congress	June 6-9, 2011	Lyon, France	Ertico	Green eMotion session	Enel, ESB, Imperial, IBM, Siemens
	5ª Conferencia del VII Programa Marco de la Unión Europea	June 21, 2011	San Sebastian, Spain	CDTI, SPRI	Event	Iberdrola
	GeM Regional Kick-Off	June 21, 2011	Dublin, Ireland	ESB	Event	ESB, Trinity, Codema, Cork
	Electric Vehicles - Land, Sea, Air	June 28-29, 2011	Stuttgart, Germany	IDTechEx	Distribution of Green eMotion Brochure to Delegates	
	15th International Forum on Advanced Microsystems for Automotive Applications (AMAA 2011)	June 29-30, 2011	Berlin, Germany	AMAA	Presentation	Luis de Prada, Cidaut

	European Roadmap towards the infrastructure enabling the mass market of electric vehicles	June 30, 2011	Brussels, Belgium, Renaissance Hotel	G4V		
	EUCAR Event	July 18, 2011	Ford test area, Lommel, Belgium	EUCAR	Roll-Ups	BMW, Bernd Fischer
	Straße in die Zukunft - Elektromobilität erleben	July 2011	Berlin, Germany			
	Trafikdag	August 22, 2011	Copenhagen, Denmark		Presentation	DTI
	EPE 2011	August 30 – September 1, 2011	Birmingham, UK		Presentation	Alstom
	Electric Vehicles and intelligent Battery Application	September 14-16, 2011	Vienna, Austria	Marcus Evans	Presentation	Franz-Xaver Söldner (EC)
	EURELECTRIC Task Force Electric Vehicles	September 20, 2011	Essen, Germany	Eurelectric	Presentation	ECN
	¿Cómo poner el coche eléctrico en la calle? Desarrollo, distribución, infraestructura local.	September 20, 2011	Bilbao, Spain	Nuevo lunes	Event	Iberdrola
	IAA	September 15-22, 2011	Frankfurt, Germany		Display in partner booths, press kit	Bosch, IBM, Siemens
	EDISON Public demonstration conference	September 21, 2011	Bornholm, Denmark	Edison	Presentations	Danish partners, Siemens
	European Mobility Week	September 24, 2011	Barcelona, Spain		Booth	Endesa
	CleanTechWorld	September 30 – October 2, 2011	Berlin, Germany		Presentation	City of Berlin
	Green Cities	October 4, 2011	Lleida, Spain		Presentation	Malaga
	Jornada Green Cars 2011	October 5, 2011	Valladolid, Spain		Presentation, paper	Spanish GeM partners
	Trends on E-Mobility in the North Sea Region	October 6, 2011	Hamburg, Germany	North Sea Region Electric Mobility Network	Presentation	Siemens, Heike Barlag
	Energy Efficiency in Building and Urban Spaces (Green Cities).	6 to 8 October 2011	Palace of Fairs and Congresses of Malaga, Spain		Booth, presentation	Malaga
	3rd European Conference Smartgrids and E-Mobility	October 17-18, 2011	Munich, Germany	Otti	Scientific committee	Tecnalia, Siemens
	eCarTec 2011	October 18-20, 2011	Munich; Germany	eCarTec	Siemens booth	Siemens, Bosch

	Hands on Electromobility (as part of Smart Grid Applied)	October 25, 2011 (October 24-28, 2011)	Copenhagen, Denmark		Presentation	DTI, Better Place Denmark, CHP, Danish Energy Association
	European Electric Vehicle Congress	October 26-28, 2011	Brussels, Belgium	EEVC	Presentation	Eurelectric, ECN
	Renaming HyRaMP to HyER	October 27, 2011	Brussels, Belgium	HyER	Presentation	Eurelectric
	Plug-In Electric Vehicle Infrastructure Europe 2011	October 11-12, 2011	Frankfurt Congress Hotel, Germany.	EV Update	Presentation	Siemens, Ralph Griewing
	2nd electric Automobility Europe	November 3-4, 2011	Stockholm, Sweden		Presentation	ECN
	Foro sobre el VE e Industria Asociada	November 14, 2011	Madrid, Spain	Comunidad de Madrid, Fundación MAPFRE -	Event	Iberdrola
	Kenniscongress Europe	November 16, 2011	Helmond, Netherlands		Presentation	ECN
	Plan de Acción de Ahorro y Eficiencia Energética 2011- 2020: Sector Transporte	November 22, 2011	Madrid, Spain	Unidad Editorial Conferencias y Formación	Event	Iberdrola
	E-Mobility – Danish House	November 29, 2011	Paris, France	Danish embassy	Presentations	DTI
	Smart City Expo & World Congress	November 29 – December 2, 2011	Barcelona, Spain		Presentations, booth	Spanish GeM partners
	ISGT Europe 2011 Innovative smart grid technologies	December 5-7, 2011	Manchester, UK	IEEE, PES	Tutorial	Alstom
	Elektrisch vervoer & slimme oplaadinfrastructuur	December 20, 2011	Den Bosch, Netherlands		Presentation	ECN
	Smart Grids development in Europe	January 12, 2012	European Parliament, Brussels, Belgium	EDSO4SG	Presentation	Enel
	Electric Vehicle Conference	January 16, 2012	Brussels, Belgium	Janson Bagniet	Presentation	Eurelectric
	2nd EV Charging Infrastructure and Grid Integration Summit	January 18-19, 2012	London, UK		Presentation	ESB
	E-Mobility Workshop	January 26, 2012	Copenhagen, Denmark	EU projects Sandria and EcoMobility	Presentation	City of Berlin



participation



no participation

Table 1: Event and conference participation list (month 1 – 11)

The list shows with 54 entries quite a good number of events in which Green eMotion got presented to the target groups throughout Europe. But the event locations are not really well distributed around Europe – we have focus areas in Spain, Denmark, Germany and Brussels. Since Brussels is obvious for an EU funded project and shows the inter linkage with other funded projects, the other three regions reflect the activities of the partners in these countries. But it also reflects the conference landscape for electromobility in Europe, where only UK would be an additional conference hotspot.

For the future event activities the following measures could be derived from the experience in the first Green eMotion year:

- We need more involvement from all partners to get the future events distributed in a better way throughout Europe.
- To get a real planning list in operation, all partners have to provide their conference plans to WP10 in an early stage. This would allow to generate synergies between Green eMotion partners.
- There is no big European electromobility event existing. So we have to focus on the events taking place in the Green eMotion countries and see how we can leverage e.g. the Stakeholder Forum to get access to the other countries.
- We have to start the Green eMotion Road Show activities in our demo regions.

8 External Stakeholder Forum

With the approval of Milestone 7 “Requirements, specification and Green eMotion system discussed with the External Stakeholders Board”, the successful implementation of the Green eMotion Stakeholder Forum (GeMS Forum) was demonstrated. The name was changed in the first meeting in Brussels on March 16, 2011.

The main objective of the GeMS Forum is to engage companies and interested parties, who are not part of the project consortium, in exchanging information and experience with the project partners. This will in turn help accelerate mass deployment of EVs, the ultimate goal of Green eMotion. The GeMS Forum members have the opportunity to provide technical requirements for the infrastructure development (from charging infrastructure to the European Marketplace and its ICT services). They also receive information on the project results continuously through close cooperation, where they are able to comment on the project work.

The GeMS Forum members will take part in a number of meetings during the duration of the project. Three meetings already took place during the project’s first year. The first two meetings (Brussels and Dublin) were focused on the formation, organisation and expectations of the GeMS Forum. The third meeting (Paris) was focused on discussions of requirements, specifications and presentation of first results from Green eMotion.

Date	Main topic	Content
March 16, 2011 in Brussels (Month 1)	Kick-off of the Stakeholder Forum	Green eMotion structure and objectives
June 20, 2011 in Dublin (Month 4):	Setup of the Stakeholders Forum	Possibilities of contribution by the Forum members; Expectations from the Green eMotion Boards
November 22, 2011 in Paris (Month 9)	Discussing first results	Presentations from WP1, 3, 4 and 7 Presentations by Stakeholders

Table 2: Stakeholder Forum meetings (month 1-11)

It is noteworthy that with 59 participants the number of attendees in Paris has significantly increased since the previous meetings held in Brussels and Dublin (29 and 27 participants). This could be attributed to better visibility of the GeMS Forum and increased communication and interaction amongst GeMS Forum members and the project partners.

At the Paris meeting the GeMS Forum's Mission Statement was finalised and approved by all attendees. The Mission Statement can be found on the Green eMotion Stakeholder Forum website. It reads as follows:

'The Mission of the Green eMotion Stakeholder Forum is to accelerate growth in the European market for electrically chargeable vehicles through the realization of complete infrastructure that delivers a seamless, integrated experience for end users. The Forum will achieve this by enhancing communication and sharing vision, experience and information between the many stakeholders in industry, national & regional authorities, the EU and wider public.'

So far 71 companies have applied for cooperation with the Green eMotion project by signing a questionnaire. More than 50 additional companies have asked to be in the information loop.

The Stakeholders Forum has been well established during the first year of the project. Notably: the objectives, mission statement and selection criteria have been well defined. By the end of year one of the project, the visibility of the Forum was clear from the high number of participants in the third meeting and the high interest in membership.

In addition, the approach and dissemination methodology and plan have been established for achieving better interactions between the project consortium and the Forum. Even higher level of engagement is planned for the coming years of the project to ensure the fulfilment of the project objectives.

More details will be provided in D10.5 "Annual report on activities with External Stakeholder Board" prepared right now by Alstom, the Green eMotion partner organising the GeMS Forum.

9 Dissemination Activities from Partners

9.1 Siemens

Trade shows & conferences:

Siemens presented Green eMotion at Hanover Fair (April 4-8) and the Frankfurt Motor Show (IAA, September 15-22) with poster and flyer in the booth and by distributing the press releases with the Siemens press kit. Also at Cired (Frankfurt, June 6-9) and eCarTec (Munich, October 18-20) Green eMotion was a topic at the Siemens booth. Presenting our project at this trade shows helped to spread out the Green eMotion main messages to a brought audience. But it is not the right platform to discuss the project results in detail. This is better done at political or technical conferences: Siemens employees gave 9 paper presentations about Green eMotion at European conferences and 4 at EU events in Brussels (see list in chapter 7).

Tomorrow's answers for electromobility – today!



Fig. 11 Green eMotion poster in the Siemens booth at Hanover Fair

Online:

Siemens has implemented Green eMotion as lighthouse project on its electromobility Internet site with link to the Green eMotion Internet. Also in the Intranet Green eMotion information is available Siemens internally.

Media:

Siemens Management gave some interviews mentioning Green eMotion beside the company topics. Articles about Green eMotion were placed e.g. in Mobility2.0 and in the customer magazine of the Siemens Industry Sector.

9.2 Alstom

Alstom dissemination activities during GeM first year covers:

- Project presentation to BEAMA (British Electrotechnical and Allied Manufacturers Association) in Stafford 28/08/2011.
- Poster produced by Dr. Fainan Hassan on GeM at the IEEE PES "Innovative Smart Grid Technologies Europe 2011 Conference", held in Manchester UK from 5th to 7th December 2011.
- Lecture by Mr. Roger Critchley on GeM at the Institution of Engineering & Technology's "Electric Vehicles Seminar - A Power Network Perspective" in Manchester; scheduled on 22 March 2012. Title: "Green eMotion: an EC initiative to facilitate mass roll-out of EVs".

9.3 Better Place

M1-2: Press on GeM start up and on the activities involved.

M1-12: Coordination between partners in the region through out the whole year.

M1-12: Planning and coordination of demonstration activities in the region from a technical and PR point of view.

M7: Active participation in political event on Bornholm on national green policies.

M7: Active participation in the Smart Grid Applied on electromobility as time slot participant and demo participant.

M7-8: Planning and elaboration of an internal and external website on EU projects here under GeM (under way).

9.4 City of Copenhagen

M1-2: Press on GeM start up and on the activities involved.

M7: Active participation in Oeresunds Rally with EV parade and energy timing race (See: www.oecr.org).

9.5 Codema (Dublin)

- Quarterly meetings were held during 2011 with senior local authority staff with updates given on GeM.
- Codema's website was regularly updated throughout the year to reflect the latest news with GeM.
- Twitter was used - tweets publishing the GeM project and events.
- Codema collaborated with Trinity College, ESB and Cork City Council for the highly successful Irish Green eMotion launch which was held in June in Trinity College Dublin, Codema were responsible for attendance of many Dublin local authority representatives at this event.

9.6 City of Malmo

M1-2: Press on GeM start up and on the activities involved.

M4: Article about GeM and the activities in Malmö within GeM in *Grön stad* nr. 2; 2011 (by the Environ. Dep.).

M4: Test-driving of EVs at Skånes Energiting 2010 with a short presentation on GeM Project.

M7: Malmö was one of organizers to the Oeresunds Rally with EV parade and energy timing race (See: www.oecr.org).

9.7 Dansk Energi - Danish Energy Association

No separate events or dissemination has been made by Danish Energy Association – other than the PR work in the beginning of the project

9.8 DTI

M1-2: Press on GeM start up and on the activities involved.

M6: GeM was presented by DTI at the largest traffic conference in Denmark, “Trafikdage 2011” (August 22, 2011), as part of a workshop focused on electromobility.

M8: GeM was presented by DTI with posters and flyers at the Smart Grid Applied Denmark conference running from October 24 to 26, 2011, with several hundreds of participants from a wide range of countries and regions. On October 25 the whole conference day was focused on the link between electromobility and smart grid and the indoor conference program was supported by an outside demo of interoperability and V2G making it possible for the 125+ participants to put their hands on already functioning solutions.



Fig. 12 eCar exhibition at the Smart Grid Applied conference in Copenhagen

M9: GeM was presented by DTI at the “E-Mobility - Danish House” workshop in Paris (November 29, 2011).

GeM is uploaded to our national www.teknologisk.dk and international www.dti.dk webpages.

9.9 EdF

We have not started the dissemination activities for Green eMotion yet.

9.10 ESB

Demonstration Region events Ireland:

- Demonstration for organisations (loaning vehicles, EV car sharing scheme);
- Promotion of test EV drives for the public;
- Irish Green eMotion launch in Dublin on June 21, 2011
- Interoperable pilot linking Ireland, Northern Ireland, Scotland and Wales through charging at posts and ferries and EV rally linking all;
- International conference in Dublin 2012 to coincide with Dublin being the Science Capital of Europe

9.11 Endesa

Green eMotion Memorandum of Understanding between Endesa as demo region coordinator ES1 (Barcelona and Malaga) and different Spanish Councils, institutions, companies and projects to share specific data to work together in the development of an interoperability electromobility system:

Barcelona Council, Malaga Council, Mitsubishi, Siemens, Micro-Vett Spa, Mobecpoint, New Energy Vehicles SL as distributor of BYD Auto, The parkinetics project consortium (hereby represented by Fundació Privada Ascamm as the project technical coordinator), Regesa Aparcaments I serveis SA; Transports de Barcelona SA, Urbaser SA, Suzuka Zero

Other dissemination activities:

- Creation of a local ES1 Stakeholder Forum based on the MoUs signed.
- ENDESA, BARCELONA and MALAGA Municipalities are leading dissemination activities in ES1 demo region.
- Coordination and launch of press release of the kick-off Meeting of GeM in Spain.

Four Main events with GeM Partners participation in ES1 Demoregion :

- Expo –Electric Road Show
- EV Battery Forum
- Smart City World Congress and Exhibition
- Green Cities

Other Dissemination activities:

- 31/03/2011 (Brussels) – Development of a European Framework for electromobility
- 01/04/2011 (Madrid) - presentation of LIVE Project inside the Franco-European Business Day on Electric Vehicles.
- 12-14/04/2011 (Barcelona) – EV Battery Forum on the International Convention Center of Barcelona.
- 18-25/04/2011 (China) – Trade mission Barcelona-Shanghai and participation in the EVI government working group under the International Electric Vehicle Pilot City and Industry Development Forum in Shanghai.
- 28/04/2011 (Madrid) – Participation in the electro mobility day in the city (Universidad Nebrija, Madrid)
- 18/05/2011 (Spain) – EV roundtable (Salón del Automóvil)
- 24/05/2011 (Barcelona) – EV Day by the Colegio de Ingenieros Industriales de Cataluña.
- 12-13/09/2011 (Brussels) – Presentation of LIVE Project on the ICLEI Brussels.
- 21-24/10/2011 (Barcelona) - EXPOELECTRIC

- 04/10/2011 (Lleida) – Green Cities and intelligent electric vehicle in Lleida - EV Day in Lleida (Cataluña)
- 05/11/2011 (Barcelona) – Ecotrend Day
- 16/06/2011 (Malaga/Spain) Conference on Electric Mobility in Malaga:
- 06-08/10/2011 Greencities in Málaga- Trade Fairs and Congress Center of Málaga
- Participation in local radio and local television in Malaga

9.12 ENEL

Enel did not set up special GeM dissemination events in the first year, but has anyhow performed dissemination activities compliant with the engagement in WP10, which also takes into account contribution for dissemination and reporting towards EC.

Enel has been recently hosting an European Technology Platform for Smart Grids on March 8th to 9th 2012, scheduling a part of the meeting for GeM presentation which was held by RWE.

We did promote Green eMotion activities, goals and scope in different chances, mainly in standard bodies and electric industry associations (including EDSO 4SG and Eurelectric). As we are one of the most engaged partners in GeM, it is obviously one of our main concern that GeM can be effective and its main results be coherent with lobbying and standardization activities ongoing regarding electric mobility.

From the dissemination events perspective, Enel's engagement in WP10 make unfeasible to perform events or attend major dissemination activities each year. We've planned most of our effort for Motorshow Bologna 2012 and 2013, the most important OEM-driven fair in Italy. Besides that, Enel has undertaken the responsibility of representing GeM at Telecoms for Smart Grids conference in London, 25th to 26th Sept 2012.

9.13 fka

Dissemination activities will be started as soon as WP6 has delivered first results.

9.14 CARTIF

CARTIF participated in the organization of the event “Green Cars 2011: proyectos en marcha”, which was held last October 5, 2011, in Valladolid (Spain). This event focused on clean technologies and sustainable electromobility, and aimed at presenting ongoing projects within the framework of European Initiative Green Cars. Green eMotion was presented by Dr. Anibal Reñones, from CARTIF, among other projects sharing the same subject matter. A dedicated web site was developed to announce the event (<http://greencars-valladolid.es/en/about.php>) and provide the interested public with all related information (programme, publications, etc). A summary with all the projects and presentations from this event can be downloaded from <http://greencars-valladolid.es/docs/Libro%20Green%20Cars%202011%20imprimir-R.pdf>. Other GeM partners participating with CARTIF in the organization of this event were Cidaut, Iberdrola and Tecnalia.

GeM was presented in the “IV Encuentro Vehículos Alternativos Eléctricos e Híbridos Enchufables”, through the participation of AEDIVE (Spanish electric vehicle infrastructure association) to which CARTIF belongs. This event focused on the development of the necessary infrastructure and technology, as well as policies aiming at the roll-out of the EV in Spain. It took place on February 22, 2012, in Madrid (Spain).

9.15 CIDAUT

In CIDAUT's case the key target groups for the dissemination are research centres and industrial users active in the Transport and Energy markets. Moreover, the dissemination activities should inform a wider audience including scientists, research institutions and further industries about the on-going and planned developments.

A link to the project website, printed marketing material, scientific publications and presentations on Associations and Technology Platforms are the basis of CIDAUT's dissemination activities. In addition to this, CIDAUT will participate at related conferences and workshops and such activities will also be arranged within the project, especially in the field of standardisation.

9.16 Tecnalía

Of course, when we have the business model task more advanced, we will disseminate its (non-confidential) results in as many forums as possible, but, until we do not advance more in such topic, we cannot provide more details.

On the other hand, we will present a paper at the EVS26 Conference in Los Angeles next May, where we will present the results of another EV project we are involved in, and where we will make a short mention to Green eMotion and the kind of work we plan to perform there.

9.17 Iberdrola

Iberdrola has promoted the dissemination of GeM through their participation in a number of events:

- *May 18, 2011. XIX Foro de Automoción Madrid. Propiedad versus movilidad ¿es el mundo actual eficiente? Responde a las necesidades de la movilidad de la sociedad.*
This event was addressed to automotive stakeholders, mainly high executives. Current problems around the automotive industry were discussed and opinions on how the future was perceived were shared among the participants.
- *May 24, 2011. Las compañías eléctricas ante la recarga de los VE.*
The position of electric utilities towards EV charging was presented and discussed during this event.
- *September 20, 2011. XII Jornadas. Eficiencia energética y desarrollo del coche eléctrico.*
This event dealt with energy efficiency and EV development. Iberdrola participated in a round table (¿Cómo poner el coche eléctrico en la calle? Desarrollo, distribución, infraestructura local.) where participants discussed the procedure followed from EV manufacturing, through distribution and infrastructure till it gets to the customer.
- *November 14, 2011. Foro sobre el VE e Industria Asociada*
Participants coming from EV industry and electric utilities were invited to share their experience and knowledge on the development of the EV and its role to improve energy efficiency and help reduce pollutants emissions. Last but not least, EV offers an opportunity to enhance the automotive auxiliary industry and the related infrastructure with a focus on smart grids and smart cities.
- *November 22, 2011. Plan de Acción de Ahorro y Eficiencia Energética 2011- 2020: Sector Transporte*
During this event, Spanish policies directed towards the achievement of energy efficiency inside the transport sector were presented. Moreover, sustainable mobility and integration of the EV in cities was discussed. Practical experiences from related stakeholders were shown.

Special mention deserves:

- *June 21, 2011. 5th VII FP conference organized by CDTI in Spain.*
Research and innovation perspectives in Europe were discussed as well as the opportunities available for Spanish industry. VII Framework Program funding opportunities in the transport sector were shown. Carlos Bergera, from Iberdrola, presented GeM project.

9.18 IBM

Trade shows:

IBM presented Green eMotion at the CeBit (März 2011) and Frankfurt Motor Show (IAA, September 15-22) with presentation, and flyer in the booth and by distributing the press releases with the IBM press kit. Green eMotion will be presented at Cebit in Hannover in March 2012.

This helped to spread out the Green eMotion main messages to a brought audience.

Conferences:

IBM included Green eMotion in several presentations including

- Apps to Automotive conference in Germany, Stuttgart (June 2011)
- Innovation Congress in Austria, Klagenfurt (October 2011)
- BDI-Arbeitskreis Internet für Energie, München, (Dezember 2011),
- acatech Kongress 2.3. in Berlin (February 2012)
- Bitkom Meeting in Berlin (January 2012)
- E-Energy Begleitforschung positioning paper (ongoing)
- Several Company presentations including MVV, EnBW, E.ON, VW, Audi

Media:

IBM Management (Gerhard Baum, Alexander Scheidt,) gave interviews mentioning Green eMotion beside other topics.

9.19 IREC

GeM communication activities done by IREC:

- Sent out the Green eMotion press release to the Spanish media (http://www.irec.cat/index.php/en/press-room/doc_DoWnload/974-europe-wide-green-emotion-initiative-to-pave-the-way-for-electromobility)
- Press clipping regarding the press release of the Green eMotion project.
- Invitation to SIEMENS to participate and share the GeM project in the MIT - Global Energy Conference (<http://www.irec.cat/index.php/en/news/10-noticies-irec/154-experts-internacionals-debaten-el-2-i-3-de-juny-a-barcelona-els-reptes-energetics-del-futur>). That event was organized by IREC on June 2nd and 3rd 2011 and held in Barcelona.
- To promote the GeM in the SmartCity Expo & World Congress, held in Barcelona from November 29th to December 2nd 2011 (<http://www.irec.cat/index.php/en/news/10-noticies-irec/190-irec-participa-en-el-smartcity-expo-a-world-congress-amb-lexposicio-dun-sistema-de-microxarxa-real-emulada>).

9.20 City of Malaga

From all GeM partners the City of Malaga provided the benchmark annual report on dissemination activities. The version shown here is already shortened.

Conference on Electric Mobility in Malaga

- Place: Rector of the University of Malaga, Date: June 6th, 2011.



Fig. 13 Electric Mobility conference in Malaga: Invitation

Sustainable mobility is the challenge that European cities faces to medium term. One element that will play an increasing importance is the introduction of electric vehicles in urban areas. This incorporation will occur in each of the cities more or less rapidly depending on many factors over which the city of Malaga has been working for a while. These factors include electricity generation by renewable energy for charging the vehicles.

In the different presentations, they were treated with special relevance the European and international projects in which the city of Málaga is involved as a partner:

- Smartcity: this is the effective starting point for Málaga to acquire a special significance and set as a Living Lab for real solutions for electric mobility.
- Green eMotion (Seventh Framework Programme): demonstration and development of an integrated European approach to implement the electromobility in the European Union, including electric vehicles, their solutions, technology standardization, infrastructure charging and user acceptance.
- eMobility Accelerator (Programa Power - Low Carbon Economies): the overall aim was to define common strategy and policy recommendations to accelerate successful market implementation of electric vehicles in the participating regions.
- ZeM2All: project framed in the context of Japan and Spain Innovation Program for Technological Cooperation, by establishing a cooperation agreement between New Energy and Industrial Technology Development Organization of Japan Government (NEDO) and Municipal Energy Agency of Málaga.

This conference was aimed to engineers and consultants specialized in energy efficiency and mobility, tourism companies, automotive companies (dealers, rent a car,...), logistics and public and private transport companies, energy, developers and mobility public sector technicians and managers, social organizations related to sustainable mobility, as well as the university community and general public.



Fig. 14 Electric Mobility conference in Malaga: eCar exhibition

Green Cities and intelligent electric vehicle in Lleida

- Place: Auditorium of the University of Lleida, Date: October 4th, 2011.

The purpose of this conference was to introduce, explain and discuss about the electric vehicle. It treats issues as technical aspects of electric vehicles, power grids, charging points, perspectives and market developments in Catalonia and the use of the electric vehicles in cities.

The conference was organized by the Energy Agency of Lleida with SmartgreencityLleida Association, an association formed by different organizations in the city of Lleida.

The Municipal Energy Agency of Málaga participated with the presentation: "Projects of electromobility in Malaga: Green eMotion and Zem2aLL".

Regarding GeM, Malaga explained the project from its beginnings through their objectives, partners involved, working groups and the role of Malaga as demoregion of the project.

Greencities in Málaga

- Place: Trade Fairs and Congress Center of Málaga, Date: October 6th, 7th and 8th, 2011.

'Greencities' have the aim to advance in the conversion of towns into energy efficient cities, involving over 80 speakers and 40 companies and institutions.

In this forum, reference experts, young pioneers and professionals assisted to advance in the knowledge of one of the main keys to the future of cities. The aim of 'Greencities' is to know, discuss and analyze solutions and trends in the field of energy consumption in order to get sustainable cities.

Jaime Briales, director of the Municipal Energy Agency of Malaga, detailed the project 'Green Emotion', highlighting its goal: the introduction of electro mobility in countries that are part of the European Community through trials in cities which increases its fleet of electric cars, install charging points and develop ICT solutions for electric vehicles.

The pioneer project 'Ferrolinera Adif' was presented in Greencities Málaga too. This project will install battery charging points for electric cars using the energy recovered from the traction and braking of trains.



Fig. 15 Green Cities conference in Malaga: Adapted Green eMotion poster

Participation in radio

- Date: every 15 days

Jaime Briales, director of the Municipal Energy Agency of Malaga, participates as a speaker in a section of a local radio program every two weeks devoted exclusively to energy issues. In this section, he reports about the current status of projects related to electric vehicles such as GeM.

Participation in television

- Date: every three months

In the same way, Jaime Briales, goes every three months to a local TV show where, among other things, reports the actual situation and progress of the electric vehicle industry, as well as in the city of Malaga, thanks to projects as Green eMotion.

9.21 PPC

PPC organized a meeting at the Town Hall of Kozani in order to determine the future evolution of the demonstration region there. Within this scope, an open call was addressed aiming at the dissemination of the Green eMotion project and people from the local community and the higher educational institutes as well as local PPC executives participated showing increased enthusiasm about it. The meeting was covered by the local media and a press release was published, including all the details about the Green eMotion project. Furthermore, it was uploaded to many relative websites in Greece while a video with the

interview of Ms Lioliou, Deputy Director of Testing Research and Standards Center of PPC, is available in the “econews” (link: <http://www.econews.gr/2012/02/10/ilektrika-aftokinita-kozan/>), a website with an average number of 7000 visits per day and a respective TV show in one of the most popular Greek TV channels (SKY TV). Finally, extended coverage of the demonstration region in Kozani is also made at the website of an electronic newspaper (link: <http://www.real.gr/DefaultArthro.aspx?page=arthro&id=127615>) while the article was also published at the hardcopy version of a widely spread newspaper.

9.22 Bosch

Bosch Software Innovation is and was active in the following domains:

- Distribution and presentation of press releases on the web site (www.bosch-si.com) as well as via the standard press distribution list.
- Placement of a short description of Green eMotion on the web site (www.bosch-si.com) as well as a link to the main project site (www.bosch-si.de/index.php?id=2520).
- In general Green eMotion is presented as part of Bosch Software innovations activities in the area of electro mobility. In this context, Green eMotion was noted and, or presented in several activities. As medium presentation slides and poster were used. The most prominent events were:
 - customer event in Stuttgart
 - eCarTec, Munich
 - Cebit, Hanover
 - IAA, Frankfurt
- This approach will be also followed for future activities and fair participations.
- Additional activities with regard to the demo region Stuttgart / Karlsruhe are currently elaborated.

9.23 RWE

RWE is very active in several domains of electric mobility. Green eMotion is one of the key projects in this field and has been regularly mentioned and presented during internal and external meetings and events accordingly. In particular RWE's involvement in important standardization bodies should be emphasized here.

Initiatives and associations to be named are:

- Eurelectric Task Force on electric vehicles (Chairman: Thomas Theisen, RWE)
- CEN/ CENELEC EV focus group
- German-Chinese workshop for interoperable standards
- ISO / IEC 15118 (some subgroups chaired by RWE)

Main focus of RWE's activities with regard to Green eMotion has been led in promoting the idea of European wide roaming and Green eMotion's holistic approach to enable this in an interoperable way.

9.24 SAP

In 2011, SAP produced a flyer for the dissemination of Future Energy research projects. In this flyer the Green eMotion project is listed with a brief description of the projects goals. The Green eMotion project has also been part of internal monthly meetings with SAP Utilities and SAP Automotive in order to get feedback from business experts.

Furthermore, it is planned to write an article for the internal SAP blog as soon as the first version of the WP3 prototype is available (summer 2012).

9.25 ECN

ECN frequently disseminates project results via conferences. But since ECN's main involvement in Green eMotion is in WP9, no results are yet available to be disseminated. However, we took the opportunity to

point out and elaborate on ongoing work in Green eMotion, particularly on electric driving behavior (WP9.1) at the occasions shown for ECN in chapter 7.

Besides, ECN has been asked to deliver an interview for the magazine of the association of Dutch car manufacturers and dealers, *rar voorrang*. The interview in which ECN tells more about the Green eMotion project has been published on issue number 10 on June 22, 2011.

9.26 Trinity College

As part of the Irish partnership within Green eMotion Trinity College Dublin have been working closely with ESB eCars to publicise the activities and research principles of the Green eMotion project. The ongoing roll-out of electric vehicle infrastructure throughout Ireland has brought the subject of electromobility to the fore in the media and industry alike. Trinity College Dublin are positioning themselves as a core player in electric vehicle research in Ireland by working closely with policy makers and industry experts within the scope of our Green eMotion efforts.

In June of 2011 Trinity College hosted the national launch of the Green eMotion project. This was a first for any European country involved in the consortium. The project was launched by the Minister for Communications, Energy and Natural Resources, Pat Rabbitte TD. Speakers at the launch included the CEO of ESB and the Provost of Trinity College. The event was attended by members of Ireland's City Councils and civil servants with responsibility for transport, energy and the environment. A number of Green eMotion external stakeholders also attended and were introduced to the goals of each of the Irish partners.



Fig. 16 Irish Green eMotion launch within the Trinity College facilities

As a research and educational institute Trinity College is focused on high level investigation into new technologies. Accordingly, our findings generated through our work on the Green eMotion project will be published in international, peer reviewed journals. This work is ongoing and output will increase as the project progresses.

Dublin has been designated the European City of Science for 2012. As part of the scientific programme ESB eCars are organising the first Green eMotion International Electric Vehicle Summit. Trinity College will participate as a Green eMotion partner, providing public support and information on the ongoing research into electromobility within the project. This is in line with our goal to develop a public profile as an expert in the area, using the Green eMotion project as a model for research into electromobility.

9.27 Eurelectric

Green eMotion project kick-off:

After extensive preparation, the Green eMotion project consortium gathered in Brussels on 15 and 16 March, 2011, to align all partners on the project's different work packages and ensure a successful collaboration. Green eMotion aims to create and demonstrate by 2015 a widely-accepted, user-friendly European framework for electric vehicles, consisting of interoperable and scalable technical solutions in connection with a sustainable business platform. To this end, 42 players from the energy sector, automotive industry, ICT and service providers, municipalities as well as universities and research institutions have joined forces.

Green eMotion high level kick-off event:

On 31 March, the European Commission Vice-President responsible for Transport, Siim Kallas, arrived in an electric car at the Amigo Hotel in Brussels for the launch event, organised by EURELECTRIC, of a large-scale EU-funded demonstration project on electro-mobility, the GeM Project. "Decarbonisation of transport is one of the main challenges we need to address," said Mr Kallas. Given electricity's carbon-neutral potential, he declared that "electrification of road transport could radically change the way mobility is organised, in particular in urban areas." The Commissioner told the project consortium that Europe was counting on the project results as they would provide "a major boost for the market introduction of electric vehicles in Europe by making sure that European citizens will be able to operate and recharge their cars in the same way throughout Europe."

Richard Hausmann, CEO of Smart Grid Applications within Siemens and project leader of the GeM project, began his speech by reiterating the four major challenges – demographic change, urbanisation, globalisation and climate change – which will drive future electro-mobility requirements. "Electro-mobility really matters; therefore it is time to set the right framework conditions for mass deployment of electro-mobility," he stated. Providing additional insight into the project, Mr Hausmann explained that the project aimed "to pool, exchange and expand know-how and experience to develop European processes, standards and IT solutions." Standardisation was the key factor to develop a real transnational market within Europe as it would allow customers of EVs easy and seamless access to charging infrastructure and related services throughout the EU. Moreover standardisation was also important to put Europe in a leading position in the area of electro-mobility. "GeM is only one first step to keep up with other regions like the US or China," Mr Hausmann declared.



Fig. 17 VP Siim Kallas and Siemens' Richard Hausmann at the Green eMotion launch event

During the dinner, the 42 GeM consortium partners debated the project expectations and challenges. Mr Zoltan Nocht (SAP Research) welcomed the GeM project set-up as it "covers the whole value chain" of electro-mobility. Gerhard Baum (IBM) shared this view by stating that the project composition allowed for collaboration among all industries involved in electro-mobility which was "crucial". Christopher Bernadis (Nissan), speaking on behalf of the automotive manufacturers in the project, stated that "transport is entering a new area", with EVs offering a solution. However, he warned that "we are not yet there" –

urban drivers needed to understand the e-drive and industry needed to offer interoperable and common standards. Peter Kirchesch (Alstom) explained his company's involvement with the need for solutions for the integration of EVs from a physical-energy flow and a market-payment perspective. He also recalled the potential contribution of batteries, as load (aggregated over the network) and for energy storage. Carlos Bergera (Iberdrola) pointed to the increased system efficiency provided by EVs, which will be charged overnight and facilitate the integration of RES. The discussion turned to the importance of public confidence which is a key element, to be addressed by having the cars on the road and rolling out charging infrastructure. In this context, Amit Yudan (Better Place) welcomed the GeM project's pan-European approach, stating that "together the chicken and egg problem can be overcome." Finally, Lene Grønning provided some interesting views from the perspective of a small Danish island, Bornholm, as a "bright green test island" with electric vehicles, wind energy and micro grids. Wrapping up the discussion, EURELECTRIC Secretary-General Hans ten Berge, who moderated the debate, concluded that "both the cars and 'smart' infrastructure are needed, otherwise the system will fail."



Fig. 18 VP Siim Kallas came by electric car to the event

European Sustainable Energy Week: 12-14 April 2011

Eurelectric set up a small Green eMotion booth using the roll-ups provided by WP10. This proved to be a first get to know Green eMotion activity in Brussels. Although the project only just started its activities, a lot of interest was shown to this large scale demonstration event.

European Electric Vehicle Conference: 26 October 2011

The conference brought some 300 participants, representing both industrial players as EU officials, to Brussels deliberating strategies and challenges related to electric vehicles. Within the opening sessions of the Conference, Eurelectric promoted Green eMotion by presenting the project's set up and objectives.

Hyer (Hyramp) Event: 27 October 2011

Hyer is a regional partnership that promotes Hydrogen Fuel Cells and Electro-mobility in Europe. The event marked the change of name and scope broadening of this regional partnership. Given the geographical stretch of Green eMotion and the linkage of the different national demonstration projects within Green eMotion, Hyer was particular keen to learn more about Green eMotion activities and project set-up.

Electric Vehicles Conference 16 January 2012

At the sidelines of the annual Brussels Car Expo, Eurelectric highlighted Green eMotion as the project preparing the ground for European electric vehicle deployment on mass scale. The event was organized by Janson Baugniet, a law firm with expertise in transport and energy sector.

Continuous promotion of Green eMotion throughout Eurelectric membership

In addition, Eurelectric report on a regular basis to its members, distribution system operators and electricity retailers, on Green eMotion activities and achievements. Several of Eurelectric members have also joined the Green eMotion External Stakeholders board.

9.28 City of Barcelona

Activities covered in the report from Endesa (see 9.11).

9.29 Bornholm

M1-2: Press on GeM start up and on the activities involved

M2-20: Bornholm Test an EV: 20 families are testing EVs for 3 months each. Information folder has been made and information meetings have been held

M7: Bornholm Political Festival with discussions on energy solutions with PR for GeM

M7: The EDISON conference 2011 at Bornholm, participation from GeM and PR, in papers, local television etc. Special invitation was sent to GeM members for the EDISON conference and conference dinner.

M8: PR and presentation at conference in Canada CAN Nordic Toronto

M9: PR and presentation at conference in Paris - the Danish Embassy

9.30 Berlin

Representatives from the Senat of Berlin presented Green eMotion on several internal and external events:

	Date	Event (organiser)
1	15.02.2011	2. Bund-Länder-Tag Elektromobilität der Bundesregierung (GGEMO)
2	01.03.2011	1. Statusseminar Elektromobilität Berlin-Brandenburg (SenStadtUm)
	22.03.2011	Vorstellung des Aktionsprogramms Elektromobilität Berlin 2020 durch den Reg. Bürgermeister
3	30.03.2011	Workshop öffentliche Beschaffungsinitiative Elektromobilität der Bundesregierung (GGEMO)
4	13.04.2011	Forschungspolitischer Dialog „Elektromobilität“ der Technologiestiftung Berlin (SenStadtUm)
5	13.05.2011	Start Innovationslabor Elektroverkehr in Steglitz-Friedenau (SenStadtUm)
6	16./17.05. 2011	eMobility Summit (Tagesspiegel)
7	18./22.05.2011	Challenge Bibendum 2011 (Michelin)
8	08.06.2011	„Elektromobilität und moderne Stadt“ (Verein Berliner Kaufleute und Industrieller)
9	16. 06.2011	Fachtagung „IT für eCars - Chancen und Potentiale für die deutsche IT- und Software Branche“ (TelematicsPRO)
10	13.09.2011	3. Bund-Länder-Tag Elektromobilität der Bundesregierung (GGEMO)
11	30.09./02.10.2011	CLEAN TECH WORLD
12	25.10.2011	2. Statusseminar Elektromobilität Berlin-Brandenburg (SenStadtUm)
13	31.10.2011	„Why Berlin: Vision E-Mobility – der Weg zur intelligenten Stadt“

		(Veranstaltungsreihe „Why Berlin?“)
14	28.11.2011	„Neue Mobilitätslösungen für Berliner Unternehmen“ (IHK Berlin)
15	29./30.11.2011	Elektromobilität in Modellregionen – Ergebnisse und Ausblick (BMVBS)
16	8. Dezember 2011	Abschlusskonferenz BeMobility (DB AG)
17	26.01.2012	E-Mobility Workshop, Kopenhagen (EU-Projekte Scandria und EcoMobility)

Table 3: Internal and external events of the City of Berlin where Green eMotion was presented

9.31 TNO

TNO has no explicit budget for dissemination (stayed with ECN at the company split), so does not target on explicit directly dissemination activities. Where feasible we bring Green eMotion and its goals and results under attention:

- TNO explained the project to Dutch Ministry of Economic Affairs, Agriculture and Innovation, People of this ministry visited after that the stakeholder meeting.
- TNO explained the project and discussed on EV standardization with Enexis, one of the Dutch DSOs.
- TNO added Green eMotion to their Driving Electric Track Record, one of the communication instruments from TNO Mobility.

10 Conclusion

Dissemination activities in the first months of the Green eMotion project were set up via different channels, like press, online or trade shows and conferences. The results in short:

- We had a certain press coverage following the two project press releases and some press work by partners mentioning their work for Green eMotion. For the future press activities the following measures can be derived from the experience in the first Green eMotion year:
 - Get more partners involved in actively promoting Green eMotion to the press.
 - Get publications out with the results of Green eMotion to increase the visibility of the project especially in the trade press.
 - Find a way – like in Spain or Denmark – to get Green eMotion topics out to the press in the country language via local partners.
 - Organize a press event at European Sustainable Energy Week
- With nearly 2 million hits in the first 10 months we had a really good start for our Internet website. Green eMotion is very well ranked on Google in most of the countries. For the future online activities the following measures can be derived from the experience in the first Green eMotion year:
 - Get more News out.
 - More detailed information about WPs and their results.
 - Improve Stakeholder Forum information.
 - Start with a periodical Newsletter (distributed as pdf and via the Green eMotion website)
 - Get more partners actively promoting Green eMotion on their websites
 - Get Green eMotion information (publications, conference papers, press infos, etc.) out in country language via local partners (like for press activities)
- With presence at more than 54 events, conferences and trade shows Green eMotion was well presented in this area. For the future event activities the following measures could be derived from the experience in the first Green eMotion year:

- We need more involvement from all partners to get the future events distributed in a better way throughout Europe.
- To get a real planning list in operation, all partners have to provide their conference plans to WP10 in an early stage. This would allow to generate synergies between Green eMotion partners.
- There is no big European electromobility event existing. So we have to focus on the events taking place in the Green eMotion countries and see how we can leverage e.g. the Stakeholder Forum to get access to the other countries.
- We have to start the Green eMotion Road Show activities in our demo regions.

Considering the incoming requests via website requests as well as from conference organizers, publications and other EU projects regarding Green eMotion as communication topic, the goal to create initial awareness was achieved.