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Annual Report on dissemination activities addressing intended audience 2012/2013

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List of Abbreviations

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

Executive Summary

Green eMotion dissemination activities made good progress within the 2nd project year. With the first key results – especially the marketplace going into pilot operation – we had important topics to talk about. We made several publications (<http://www.greenemotion-project.eu/dissemination/publications>) and many conference contributions (see list on bottom of <http://www.greenemotion-project.eu/dissemination/events> or Appendix 8.3). So far we got many requests to speak at conferences throughout Europe and also from USA, China, India and Russia. Green eMotion is ranked No. 1 on Google when searching for “Electromobility Europe” and of course also when searching “Green eMotion”. For the political level we had many presentations in Brussels and also several partners weaved the Green eMotion flag in European as well as national political environments. The general public was addressed e.g. with the Fully Charged event in Dublin and other Road Shows, most of them with test drive offerings. So the project is really well known in the industry now.

Dissemination activities again addressed the target groups via different channels, like press, online or trade shows and conferences:

Events and conferences:

We had in total dedicated Green eMotion activities in more than 75 events & conferences throughout Europe. Highlights were the Green eMotion conference on June 18 in Brussels (with inauguration of the first charging spots at the EC facilities) and the Fully Charged conference on July 11 in Dublin (organised by ESB).

We put special emphasis on our Stakeholder Forum, which was very successful with nearly 100 people participating in each of the two meetings of the second year in Brussels and Ehningen (IBM).

Press:

We had 4 press releases directly from Green eMotion and 5 done by partners. Press interviews were organised with the project coordinator and one work package leader. In the trade press we were able to place articles about our marketplace and general Green eMotion status updates.

Online:

The Green eMotion Internet was updated with dissemination pages (deliverables, publications, press, events). On Wikipedia we launched Green eMotion entries in 7 languages.

Printed materials:

An Image Brochure with special focus on the demo regions was produced and the project flyer as well as event materials were updated.

This document additionally covers the starting point for the dissemination planning for year three of the Green eMotion project. Here we are planning to do major dissemination activities around the International Electric Vehicle Symposium & Exhibition EVS 27 (Green eMotion booth & session, conference participation, Stakeholder Forum, etc.) in November 2013 in Barcelona. Beside this we will be active also on the above described communication channels. The Stakeholder Forum – now under the lead of ESB - will again play a major role. Increased content generation was set up via the TechBoard: To get the content preparation for communication activities flowing, all WP leaders have to report on newsworthy topics every month. With this information we will build up the base for internal and external news distribution about Green eMotion. With the first animations and videos available from some of the tasks, we have started a storyline for a multimedia tool about the Green eMotion project.

Where we are still struggling a bit is the engagement of project partners in dissemination activities. So for example since - beside the Spanish partners – Siemens and IBM were very active communicating, a good chunk of the existing materials is available in German only. In chapter 6 the partners report on their communication activities of year 2 and planning for year 3. But 9 partners (nearly 25 %) have not submitted any information and only 16 partners have given a rough outline on the dissemination plans for the current year. Here we have still some room for improvement.

1 Introduction

In March 2011, the European Commission kicked off a four-year European-wide project (funded in the FP7 program) to prepare the European mass market for electromobility – Green eMotion. The aim of Green eMotion is to define and demonstrate an interoperable and therefore user-friendly electromobility system based on existing installations and the experience thus gained. The project defines the framework for electromobility and both analyses and defines which components and implementations are still needed today. These components will then be implemented as examples in the 10 demo regions throughout Europe.

The 43 partners in the project – including industrial companies, automobile manufacturers, utilities, municipalities, universities, and technology and research institutions – put into this project their expertise and experiences on electromobility. Green eMotion is using this combined know-how to develop the following:

- Selected standards for an interoperable electromobility system (de facto standards for Europe).
- IT architecture for a European electromobility marketplace that supports roaming, including the requisite interfaces.
- Recommendations for building an optimised grid and charging infrastructure.
- Implementation and testing of an interoperable electromobility system in selected demo regions.
- Analysis of the operability of electric vehicles under real-life conditions and development of policy guidelines as a basis for implementation in the mass market.

To support this start of an EV mass market, intensive communication about the Green eMotion project is necessary. In the current electromobility market situation it is important to show that in dedicated regions electromobility already works today for most of the driving requirements and demonstrate with these regions the interoperability and convenient usage of e-vehicles also between these areas. To achieve this goal, ICT solutions with the marketplace as core were already put into operation within the Green eMotion project. Directly connected to the ICT topic are the standardisation needs for an interoperable electromobility system. A gap analysis showed that the identifiers and interfaces for the electromobility ICT systems are the major part where we still miss standards. So Green eMotion started with many other market players the “eMI3” group – the “eMobility ICT Interoperability Interest Group”. The goal of this group is to define a common set of standardised interfaces for communication between the different ICT systems necessary for a convenient user experience when using electric cars. This covers also data formats for identification and authorisation on marketplace systems, which will allow for a roaming functionality with EVs.

Communication about the Green eMotion project has to make industry as well as consumers comfortable with this approach to a Europe-wide interoperable electromobility system. The OEMs as well as the infrastructure suppliers need confidence that today's investment is going in a direction which is to a greater extent future safe. The drivers of e-vehicles have to see that they can use their electric car at least as convenient as they use their ICE-car today and in the coming years. Therefore we need for Green eMotion a communication approach focusing on the demo regions but also showing the experiences there to a broader audience. This only can be achieved, if all Green eMotion partners contribute to the project's communication activities.

This report shows the communication results achieved in the second project year and gives an outlook on the activities planned so far for 2013. To get communication an ongoing activity in the Green

eMotion project, the WP10 working team was continued. Within this team the communication topics are discussed and decided. We had nearly bi-monthly meetings including one face-to-face meeting (during the GA in Valladolid). With a participation rate of close to 50 % at the telephone meetings and nearly 100 % in Valladolid the project partners showed a big interest in the communication activities. Only when it comes down to real dissemination work, there is some room for improvement in the engagement of some of our partners. To get all partners involved, a Mid-Term-Report and a Yearly-Report on communication activities were implemented. The results can be found in chapter 6 of this report.

Green eMotion runs a Stakeholder Forum as an important dissemination channel. The main objective of this 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 Stakeholder 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. Right now more than 200 institutions and companies from all over Europe have applied for cooperation in the Stakeholder Forum. The latest status regarding the Forum will be given in Deliverable 10.5, which is late due to the change in task leadership from Alstom to ESB.

2 Addressing the Target Groups

The DoW defines the communication objectives of Green eMotion 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 (first project year).
- 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 (second project year).
- 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 third phase covers the last two years of the project and will focus on the implementation part of Green eMotion.

So far we have reached the main goal of the first two phases: Green eMotion is well known in the electromobility environment in Europe. In the current market situation of electromobility the general public is discussing mainly two aspects of electromobility: range and cost of an EV. Since Green eMotion is not directly working on both of these topics, we are going to concentrate our communication efforts on the electromobility savvy people. It is the same situation like it was with mobile phones, where the first devices got sold for 3,500 \$. For the market start of electromobility we need the people willing to spend some extra money to drive an electric car. This has to be done primarily in our demo regions.

With more than 200 companies and institutions being members of our Stakeholder Forum we have a good coverage of our main target groups: scientific and industrial community, municipalities / cities, EU, vehicle manufacturers, existing European demonstration regions. With the new setup of the Stakeholder Forum we will define how to address these groups even better in the remaining two years. With the start of the eMI3 Group – which was mainly initiated by the OEM partners in Green eMotion – we have done a first step to engage the stakeholders in topic specific groups and also to extend the reach of Green eMotion.

3 Serving different Communication Channels

3.1 Press activities

Multipliers like the press are especially important for promoting the Green eMotion project and its image. After two press releases from the Green eMotion project in the first year, we had four in the second project year (www.greenemotion-project.eu/dissemination/press.php or Appendix 8.2):

- 23.10.2012 – Green eMotion supports industry initiative for harmonisation of European electromobility data standards
- 23.10.2012 – First prototype of a European marketplace for electromobility in test within the Green eMotion project
- 11.07.2012 – Ireland is first to trial a Europe-wide electric vehicle IT Platform (Fully Charged conference in Dublin)
- 19.06.2012 – Green eMotion conference sees launch of electric vehicle charging stations at European Commission (event during the EUSEW)

Additional press coverage for Green eMotion was generated by partner press releases as distributed by Endesa, Eurelectric, ESB and IBM. Some of these are also available on the above mentioned Internet page.

Beside the conferences presentations (see Chapter 3.4) we started some general articles about Green eMotion and also some articles on the marketplace in the trade press (printed and online). A selection of this presentations and publications can be found on our Internet (www.greenemotion-project.eu/dissemination/publications.php or Appendix 8.2). Some partners again gave management interviews talking about Green eMotion beside their company topics.

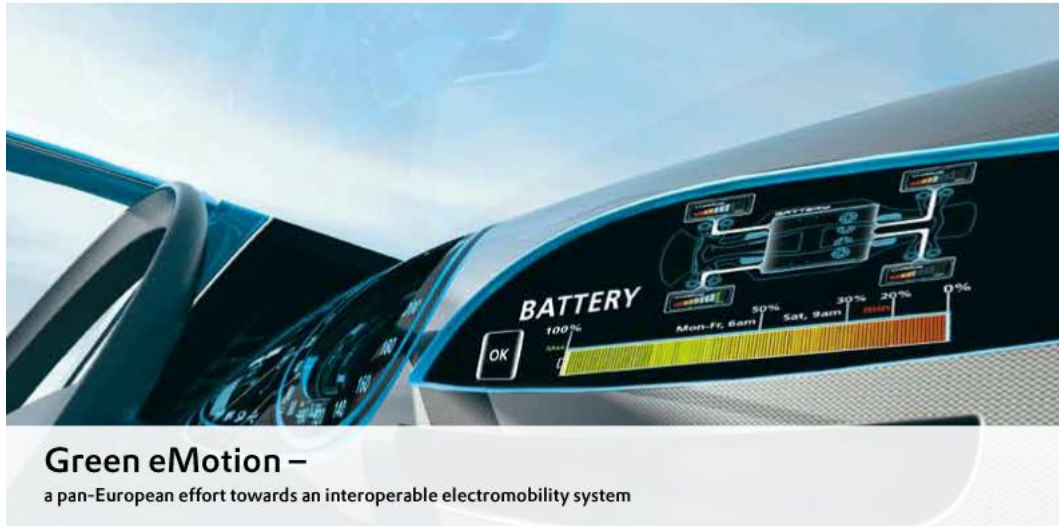
For the future press activities the following measures can be derived from the experience in the first two years of Green eMotion:

- It's still open to get more partners involved in actively promoting Green eMotion to the press and also to get articles written in different languages.
- With the “newsworthy items” section in the monthly status reports of the TechBoard we have a tool to get the topics for press activities out of the work packages. We need to define the resources to generate the articles out of the available information.
- Organize press activities around EVS27.

3.2 Printed Materials

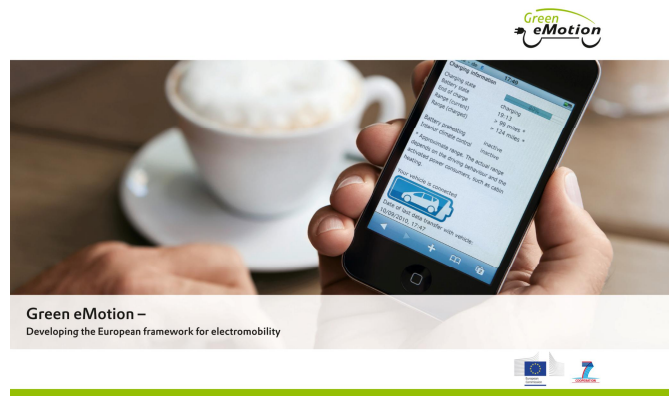
Even in times of electronic centered communication it is still important to have some glossy printed material available to hand it out to interested people. Therefore printed materials for Green eMotion will be still part of our communication mix in the next years.

Based on the layout rules described in the first issue of deliverable 10.3 a brochure was produced with main focus on the Green eMotion demo regions. The first issue (small quantity) was distributed at the EUSEW in June 2012. A second revised issue was available in July and distributed to the project partners as well as to Brussels. In September with the help of the Spanish partners we delivered a version of this brochure in Spanish language. Both versions are available by WP10. The electronic version can be found on the internal website under Marketing Materials / Brochure as well as in the Green eMotion Internet (www.greenemotion-project.eu/about-us/index.php).



Green eMotion brochure

The project flyer launched for the high level kick-off meeting in March 2011 was reworked with the availability of more project information. It's a thing which can be used very well at conferences and events since it is smaller in size than the brochure. Up to now we have distributed more than 10.000 copies of this flyer.

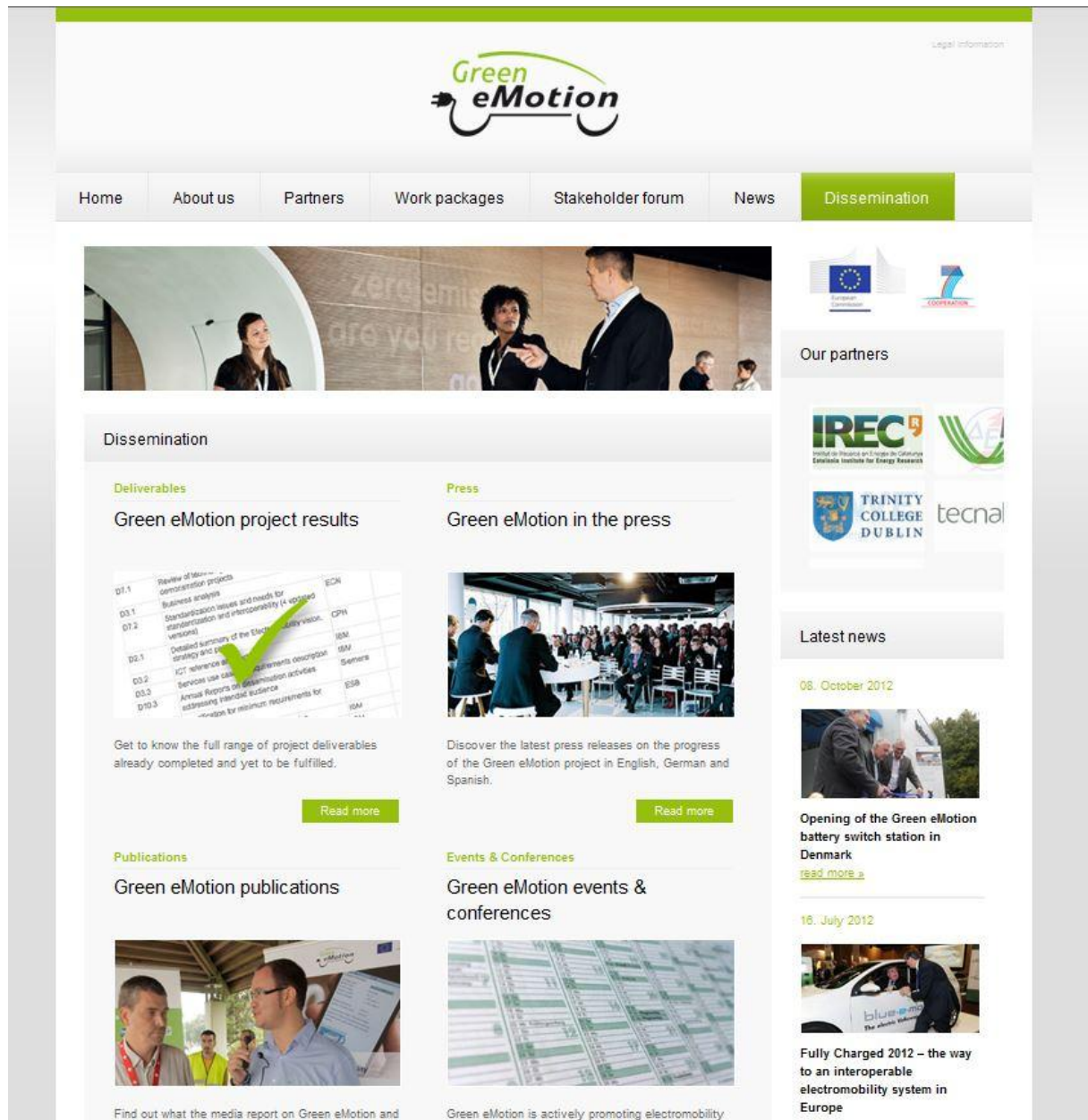


Green eMotion project flyer

3.3 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 in March 2011. The project website plays

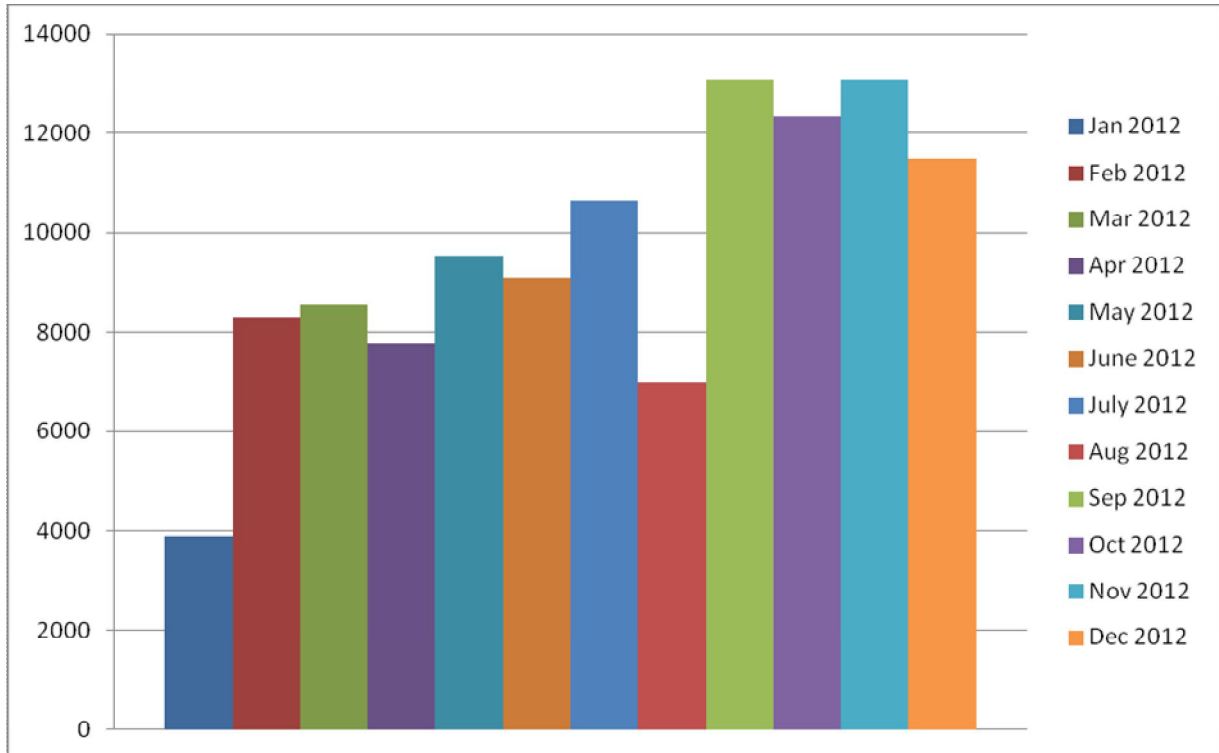
a central role in the communication of Green eMotion. It was updated with the project development. Main improvement was the introduction of a dissemination page with the sub-pages about deliverables, press, publications and events & conferences (www.greenemotion-project.eu/-dissemination/dissemination.php). There the interested audience can find the latest updates and information approved for publication by all project partners. The approval process was defined at the ExecBoard meeting in Rome in May 2011.



Green eMotion Internet: Pages for Dissemination activities added

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. In January 2012 the interest in the website was very low. The visitors came back in February

at the same level we had as average in 2011. With the availability of the first deliverables on the Internet in the middle of 2012 the interest increased with a vacation break in August. The visits reached again the highest rate in the end of the year. This year-end peak was most probably triggered by a big interest in our November Stakeholder Forum about the Green eMotion ICT solutions. The maximum number of visits we still had in the first month of our Internet presence in April 2011 with close to 16.000 visits.



Visits to the Green eMotion Internet 2012 on a monthly base

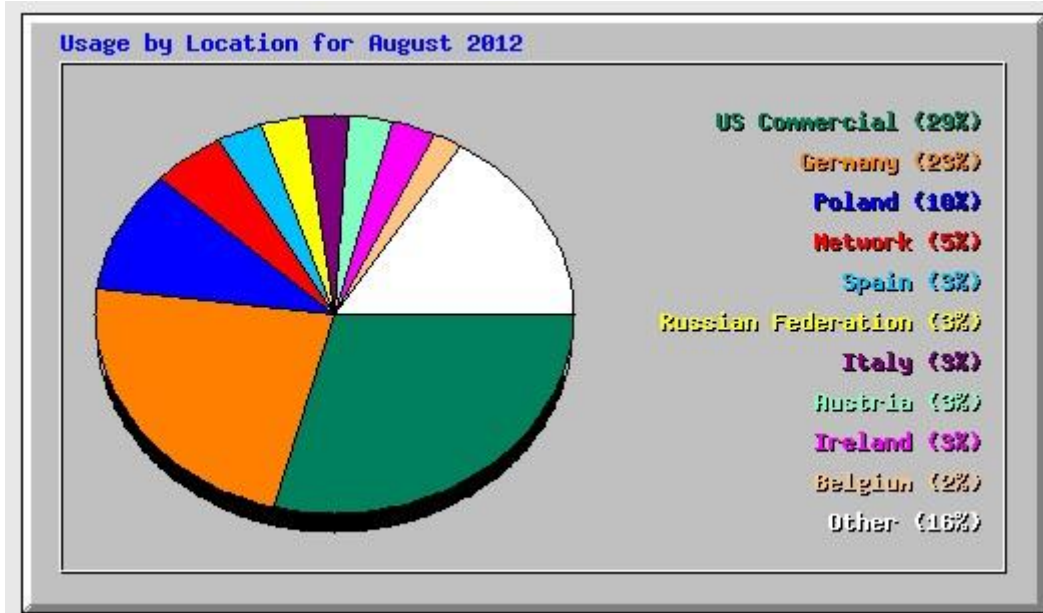
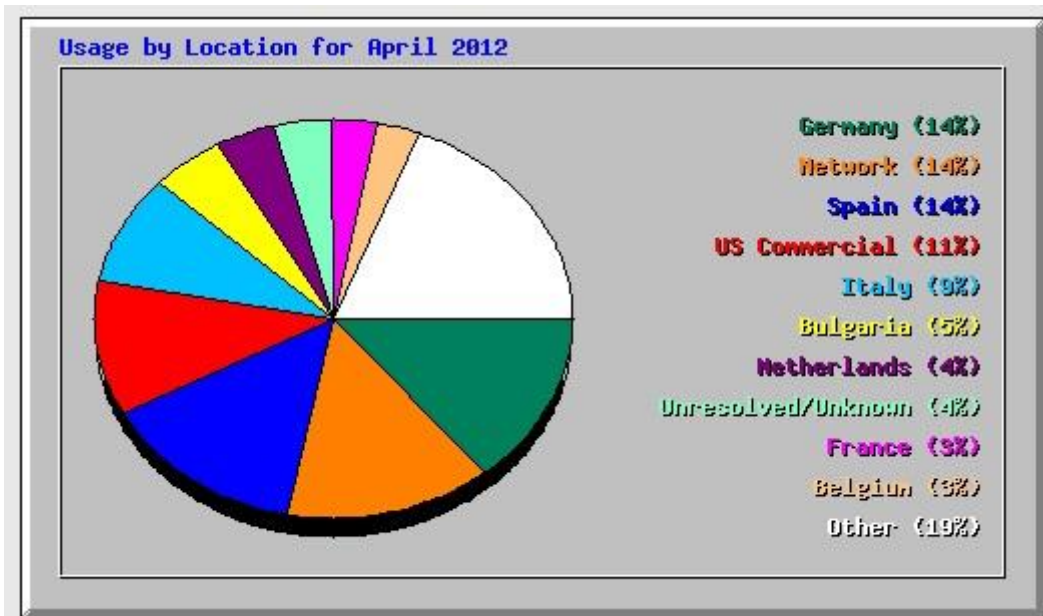
The evaluation of the page access shows that of course the starting page (Home) has most of the visits. It is followed by more or less equal interest for detailed project information (About Us), the Stakeholder Forum and the partner pages. In June we put the Dissemination pages life which got also accessed quite well.

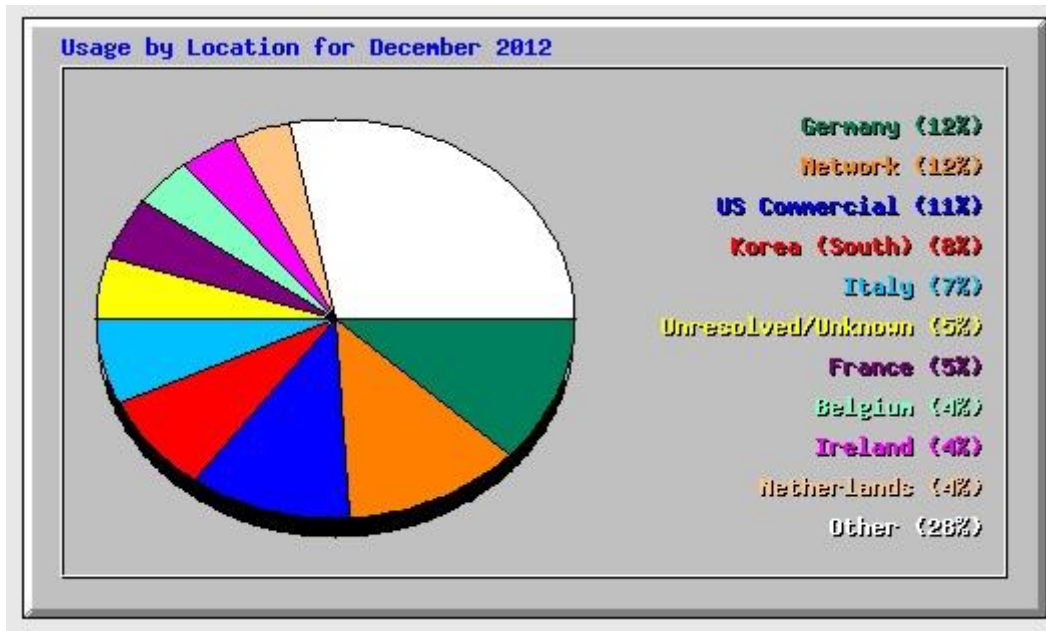
Page Name	Visits per month (average)
Home	5.101
About Us	788
Stakeholder Forum	743
Partners	721
Dissemination	583
Work Packages	569
News	534

Most visited Green eMotion Internet pages (January – December 2012)

The statistics about usage by countries shows global interest in our project: The Green eMotion Website was opened from more than 90 countries! Interested countries differ slightly from month to month. The majority of hits come from Germany – but this covers also the maintenance of the Internet

site. Second largest group accessing our Internet is the “US Commercial” arena (.com-addresses). The category “Network” covers the .net-addresses and can also not be allocated to a certain country. The following ranks are with: Spain, Italy, Belgium, Ireland (especially in June upfront the Fully Charged conference), France, Netherlands, Poland, UK, Austria, Bulgaria, South Korea, USA, Greece, and Denmark (for the full list see Appendix 8.1).





Green eMotion Internet usage by countries for selected months

In the Green eMotion Internet a contact page is integrated. In average we got two requests per week via this channel. The major topics right now:

- Trying to get support to sell products (e-cars, infrastructure) into Europe.
- Information requests about Green eMotion
- Other funded projects asking for Green eMotion presentations or project information.
- Job requests

Green eMotion is also ranked very well on Google. It is the first entry when searching for "Electromobility Europe" or "Green eMotion". In some countries we still have local manufacturers or institutions with green emotion or similar names/addresses getting better search results than the Green eMotion project.

We also launched Green eMotion on Wikipedia in seven languages: English, German, French, Netherlands, Spanish, Danish and Italian. We had to solve several challenges to do so. The first trials to get Green eMotion mentioned on Wikipedia were refused by some administrators: They saw too much advertising in the article because of the names and the logos of the 43 partners and other text expressions. In the end we got no allowance to name the project partners and published a shorter version than planned.

For the future online activities the following measures can be derived from the experience in the first two years of the Green eMotion project:

- With the "newsworthy items" section in the monthly status reports of the TechBoard we have a tool to get the topics for communication activities out of the work packages. This topics has to be used to generate News on the Internet and to start with a periodical Newsletter (distributed as pdf and via the Green eMotion website)
- Still we need to get more partners actively promoting Green eMotion on their websites

3.4 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 events. 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.



www.greenemotion-project.eu

www.greenemotion-project.eu

Green eMotion roll-ups

For the Green Cities Expo in Malaga the Spanish project partners developed a complete Green eMotion booth. The panels are still available in Spain and the Data can be found to be used as examples on our internal website (Marketing Materials / Events).

In 2012 Green eMotion was represented in a booth or with some project specific presentations in more than 75 conferences and trade shows (see full list in appendix 8.3). 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.

Also the Road Shows in the demo regions got started in 2012. Most of these events were combined with driving experience for a selected test group or the public. Here a list of these events:

Status	Event	Date	Location	Organizer	What's done	Participant
	GeM Test Drive at the F1 circuit in Barcelona	April 17, 2012	Barcelona, Spain		Test Drive	Endesa

	Oresund electric car rally	May 2, 2012	Oresund region		eCars	Malmoe, Better Place
	Electromobility projects in Malaga	May 24, 2012	Malaga, Spain	Zem2All	Presentation	Malaga
	ElettriCar	June 5, 2012	Milano, Italy		Presentation, e-cars	CTL, Enel (RSE)
	Fully Charged 2012	July 11, 2012	Dublin, Ireland	ESB	GeM event, public test drive	ESB, Siemens, etc.
	Opening Battery Switching Station	October 5, 2012	Copenhagen, Denmark	Betterplace	Battery switch station opening	Betterplace
	EdF Open Doors	October 5-6, 2012-10-29	Moret-sur-Loing, France	EdF	Poster, test drive	EdF
	Green Cities + GeM Test Drive	November 7-9, 2012	Ferria Malaga, Spain		Green eMotion exhibition & workshop	Endesa, Malaga, others

Road Show list 2012

We tried to setup also a Road Show planning for 2013. ESB put this on the agenda of the RegBoard meeting in Malaga in January 2013. But so far the feedback from the demo regions is not sufficient! The delay in getting finalised plans here has inhibited the promotion of these events early in the year. For 2013 we have started the conference planning already last year. The latest status is shown here:

Status	Event	Date	Location	Organizer	What's done	Participant
	Transportation Research Board (TRB) 92nd Annual Meeting	January 13-17, 2013	Washington D.C., USA	TRB	Presentation	TCD
	Challenges and Perspectives of Electromobility in Europe	January 24, 2013	Frankfurt, Germany	Agrion	Presentation	Eurelectric
	European Conference on Smart Grid Standardisation	January 28, 2013	Brussels, Belgium	Smart Grid Initiative	Participation	TNO
	2emes ASSISES NATIONALES DES INFRASTRUCTURES DE CHARGE	Feb. 14 - 15, 2013	Nice, France		Presentation	Nissan
	Assises des infrastructures de charge 2013	February 15, 2013	Nice, France	AVEM	Round Table	EC, EdF
	Innogrid 2020+	February 20-21, 2013	Brussels, Belgium	EDSO		
	Infrastructure and business models for electric mobility in cities - what role for public transport?	March 5, 2013	Brussels, Belgium	UITP	Presentation	Enel
	Cebit	March 5-9, 2013	Hanover, Germany	Deutsche Messe AG	Marketplace demonstrator, poster	Bosch, IBM

	French-German Week	March 19, 2013	Karlsruhe, Germany	Karlsruhe Institute of Technology	Presentation	Bosch
	LAUNCH OF THE PLATFORM FOR THE ELECTRIFICATION OF SURFACE TRANSPORT	March 19, 2013	Brussels, Belgium	AVERE	Presentation	Nissan
	CLEAN ENERGY FOR SUSTAINABLE MOBILITY	March 21, 2013	Rome, Italy	Regione Lazio & Austrian Trade Chamber	Presentation	CTL
	Hannover Messe	April 8-12, 2013	Hanover, Germany	Deutsche Messe AG	Forum?	
	EV Round Table	April 9, 2013	Moscow, Russia	Revolta	Paneldiscussion	ESB
	Kleber project anniversary	April 10-11, 2013	Strasbourg, France	Kleber	Presentation	EdF
	Final FINSENY Event	April 10-11, 2013	Berlin, Germany	FINSENY	Presentation	ESB
	eCarTec Paris	April 16 - 18, 2013	Paris, France		Presentation	Nisan
	Electric Vehicle Land, Water and Air	April 17-18, 2013	Berlin, Germany	IDTechEx		
	EV Battery Tech	April 24-25, 2013	London, UK		Presentation	Nissan
	World EV Summit 2013	May 14-16, 2013	Oslo, Norway	Informa	Presentation	IBM, DTI, Nissan
	Oresund electric car rally	June 1-2, 2013	Oresund region		eCars, banners	CPH, Malmo
	9 th ITS European Congress	June 4-7, 2013	Dublin, Ireland	ERTICO	Presentation	ESB, Nissan
	6 th Stakeholder Forum	June 24-25, 2013	Brussels, Belgium	GeM	GeM Conference	ESB, Eurelectric, other GeM partners
	EUSEW	June 24-28, 2013	Brussels, Belgium	EU	Speaking slot Possibility to present GeM Marketplace	Eurelectric
	Exhibition	June 2013	Athens, Greece	PPC	Green eMotion event	PPC
	Public test drive	July, 2013	Dublin, Ireland		Test drive	ESB
	Expo Electric	Sept. 2013	Barcelona, Spain			Barcelona
	Cross boarder demo	Sept. 2013	Copenhagen			Better Place

	IAA	Sept. 12-22, 2013	Frankfurt, Germany	VDA	Presentation	Bosch
	IAA Congress "Mobile in the City"	Sept. 19, 2013	Frankfurt, Germany	Mobility2.0, VDA	Presentation, Panel?	Siemens
	Clean Motion Offensive Final Event	Sept. 23-24, 2013	Linz, Austria	Clean Motion Offensive	Presentation	CTL
	Telecoms 4 Smart Grids	Sept. 2013	London, UK	M2M	Presentation	Enel
	CIVITAS Forum 2013	Sept. 30 - Oct. 2, 2013	Brest, France	CIVITAS	Presentation	?
	eCarTec	Oct. 15-17, 2013	Munich, Germany	Messe Muenchen		
	Bologna Motor Show	Oct. 2013	Bologna, Italy		Presentation, test drives?	Enel, Rome
	Green Cities 2013	November 2013	Malaga Spain			Malaga, Endesa?
	Smart City Expo World Congress	November 19-21, 2013	Barcelona, Spain and other cities	Fira Barcelona	Presentation	?
	EVS 27	November 18-20, 2013	Barcelona, Spain	AVERE	Exhibition, symposium, test drive	Barcelona, Endesa, other GeM partners.
	7 th Stakeholder Forum	November 21, 2013	Barcelona, Spain	GeM	GeM Conference	ESB, Endesa, Barcelona other GeM partners
	2013 Annual Polis Conference	November, 2013	Brussels, Belgium	Polis	Presentation	?
	TRA 5 th Conference	April 14-17, 2014	Paris (La Defense), France	TRA	Presentation	CTL, Alstom
	8 th Stakeholder Forum	May, 2014	Brussels, Belgium	GeM	GeM Conference	ESB, Eurlectric, other GeM partners
	10 th ITS European Congress	June 2014	Helsinki, Finland	ERTICO		?
	cigre	Aug. 2014	Paris, France	cigre	paper	Siemens and others
	Expo Electric	09.2014	Barcelona, Spain			Barcelona
	Smart City Expo World Congress	November, 2014	Barcelona, Spain and other cities	Fira Barcelona	Presentation	?
	9 th Stakeholder Forum	November, 2014	Copenhagen, Denmark	GeM	GeM Conference	ESB, Endesa, other GeM partners

	10 th Stakeholder Forum	February, 2015	Brussels, Belgium	GeM	GeM Conference	ESB, Eurlectric, other GeM partners
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participation
 no participation
 planning
 part of Road Show

Event and conference participation list – planning 2013

For the future event activities the following measures could be derived from the experience in the first two years of the Green eMotion project:

- The demo regions have to be motivated to do more Green eMotion related Road Shows.
- We still 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 generating synergies between Green eMotion partners.

4 External Stakeholder Forum

Green eMotion runs a Stakeholder Forum as an important dissemination channel. The main objective of this 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 Stakeholder 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. Right now more than 200 institutions and companies from all over Europe have applied for cooperation in the Stakeholder Forum. The latest status regarding the Forum will be given in Deliverable 10.5, which is late due to the change in task leadership from Alstom to ESB.

Up to now five meetings took place. The first meetings of the Stakeholder Forum in Brussels (March 2011), Dublin (June 2011) and Paris (November 2011) were dedicated to the setup of the exchange processes with the Forum members. At the meeting in Brussels in May 2012 Green eMotion gave its first overall project status report. The meeting in Ehningen (November 2012) was dedicated to the ICT solutions developed within Green eMotion. The next meeting on June 24/25, 2013, in Brussels will be held as EU Electromobility Stakeholder Forum together with FREVUE (Urban Freight project). There Green eMotion again will present a comprehensive view on the project results gained so far.

Preparations are currently under way by the new task leaders for the next forum with the date and venue confirmed. A draft agenda is ready for distribution and a Save-the-Date e-mail was sent out in early April.

5 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 in D10.3. They are available on the internal website (Marketing Materials / Documents).

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 (available on the internal website Marketing Materials / Templates):

- 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 to following topics:

- 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

6 Dissemination Activities from Partners

6.1 Siemens

Press:	Interview with Heike Barlag in Mobility2.0 week (link available in the Internet)	May 2012
	Interview with Heike Barlag in cars21 (link available in the Internet)	May 2012
Conferences:	InnoGrid 2020+, conference from EDSO4SG-ENTSO-E, Brussels, Poster presentation	February 23-24, 2012
	Cebit (IBM Event), Hanover, presentation	March 9, 2012
	Transport Research Arena (TRA) 2012, Athens, presentation (strategic session) and panel participation	23-26 April 2012
	World Electric Vehicle Summit 2012, Copenhagen, presentation	June 12-13, 2012
	Green eMotion conference (with inauguration of CPs), Brussels, presentation	June 19, 2012
	Fully Charged 2012, Dublin, keynote	July 11, 2012
	China International Conference on Electricity Distribution (CICED 2012), Shanghai, presentation (by Siemens China)	September 5-6, 2012
Events:	EUSEW, Brussels, Green eMotion brochure distribution	June 18-22, 2012
Online:	Green eMotion implemented as reference project in the Siemens Internet (with link to Green eMotion website)	
Planning 2013	<p>Siemens will be active in presenting Green eMotion at conferences and events throughout the year. Especially a participation in the EVS27 booth of GeM is planned.</p> <p>Also the Online presentation of Green eMotion will be improved on the Siemens Mobility website.</p> <p>Siemens will take an active role in the creation of the GeM multimedia tool.</p>	
	As WP10 lead Siemens will take over the organisation of the planned final event, a rally from most of our demo regions to Brussels in fall 2014.	

6.2 Alstom

Conferences:	BEVIP's annual conference in London (BEVIP: British Electric Vehicles Infrastructure Project, BEVIP is managed by the British Electrical & Allied Manufacturers Association) Presentation 40 minutes + questions. Approx 100 attendees.	2nd May
	Green eMotion conference in Brussels Presentation 15 min + questions	19th June
Events:	IET sponsored EV evening event at University of Manchester Presentation on GeM EV charging projects. 30 minutes + questions. Approx 120 attendees.	18th March
	Lecture to members of the UK's distribution utilities. 15 minutes on GeM. Approx 40 attendees.	4th May
	IET sponsored EV evening event at TRW in Birmingham. Presentation on GeM EV charging projects. 40 minutes + questions. Approx 140 attendees	11th July

6.3 Better Place

Press:	Press release on the opening of the GeM battery switch station Press release on the ICT release 1 activity in WP3	
Events:	Opening of the GeM battery switch station	
Online:	Making of the GeM video on the GeM battery switch station and the opening of it.	
	New GeM homepage on the Better Place site. There you can also see the film about the battery switch station, and the opening of it. Link: http://danmark.betterplace.com/om-better-place/international-projects/green-emotion-p2/	
Communication planning for 2013		
Demo:	Demo of the release 1 and following press and possible event	
	Possible drive from Copenhagen to Malmoe and cross boarder charging in Malmoe – might be moved to 2014	

6.4 City of Copenhagen

Press:	CPH participated in a media talk/press conference in Vienna called "Pilot Regions of E-mobility". It was hosted by the	August 2012
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	Climate and Energies fond. CPH presented its vision and strategy for EVs and its international cooperation and key success factors, e.g. in Green eMotion.	
Conferences:		
Events:	CPH arranged Electric Vehicle Day 2012 and Oresund Electric Car Rally together with Swedish Municipalities and other stakeholders.	May 2012
Online:	CPH was ready with a homepage about EVs in Copenhagen and a description of its international cooperation, e.g. in Green eMotion.	April 2012
Planning 2013	In 2013 The City of Copenhagen will write more about GeM on our website. We will also make a GeM outpost which will be placed in front of the Danish Parliament on June 1 st when we together with other cities run Oresund Electric Car Rally 2013.	

6.5 Codema (Dublin)

Conferences:	Attended ESB Fully charged conference in July 2012	
Events:		
Online:	Information on www.codema.ie website updated to reflect latest information and is now linked with project website.	
Others:	Local Authority representatives updated regularly on project progress	

6.6 City of Malmo

Press:	Article about electric cars in the newspaper City Malmö, which was written about Green eMotion	
Conferences:	Green eMotion conference Brussels Emission conference	June 2012 Oct 2012

	E-Harbours conference	Nov 2012
Events:	City of Malmo arranged Electric Vehicle Day 2012 and Oresund Electric Car Rally together with Danish Municipalities and other stakeholders.	May 2012
Planning 2013	<p>Studie tour Amsterdam</p> <p>In 2013 The City of Malmo together with other cities will run Oresund Electric Car Rally.</p> <p>In 2013 The City of Malmo will write more about GeM on our website.</p>	<p>Jan 2013</p> <p>June 2013</p>

6.7 Cork City

Conferences:	Attended ESB Fully Charged 2012 conference in Dublin with representation also by the Energy Agency of Cork City Council	11 July
	POLIS Annual Conference in Perugia, Italy - Ian winning Chaired the EV session Deployment of electric vehicles in city regions. Presentations by Enel, Emilia-Romagna Region, Madrid City Council, Nissan Europe and Rotterdam Municipality.	30 November
Events:	ELTIS Public Authorities Platform, Brussels – Ian Winning invited to represent the National Government, Department of Transport and participated in roundtable discussion on ITS and more sustainable transport policies	7 February
Online:	We have undertaken a review and update of information on our own Cork City Council website and it is proposed that we are linked with ESB ecars and the Green eMotion project websites.	
Press:	“Mixing Your Mode” launch of the promotion of more sustainable travel in Cork at which ESB ecar’s “Great Electric Drive” also participated.	12 March
Others:	We have been providing periodic updates on project progress the South west Regional Authority, SWRA and Cork County Council representatives. Further dissemination of the potential for EVs with the SWRA is planned.	Periodic

6.8 Dansk Energi - Danish Energy Association

6.9 DTI

Conferences:	World EV Summit, Copenhagen, Presentation by Keld Nørregaard (GeM on slide 16-17-18 of 27)	June 12 th -13 st
	Fleet Owners Symposium, Copenhagen, Presentation by Kim Winther (GeM on slide 3-8-10-11-12 of 17)	June 14 th
Events:	Fully Charged Dublin, attended by Kim Winther	July 11 th
	Battery Service Vehicle on display in Frederikshavn, operated by Morten Johansen.	June 15 th
	Battery Service Vehicle and Mobile Quick charger on display in Horsens, operated by Keld Nørregård.	September 14 th
Online:	T10.5 Public Education sub site (under construction) at http://education.greenemotion-project.eu	August 28 th
Others:	Danish Electric Car Alliance (DEA) meeting, attended by Kim Winther.	August 29 th

6.10 EdF

Events:	Presentation of Green eMotion project in our internal event in relation with energy efficiency "Les Printemps de la Recherche" hold in June 15 th 2012 at our facility in Moret-Sur-Loing. Among our 200 guests there were mainly representatives of EDF customers from industry and services businesses and also some of our research partners in energy efficiency.	
	GeM will be presented in our "Open doors" operation the 5 th and 6 th October at our laboratories in Moret-sur-Loing along with a test drive section open to the public. Approximately 2000 persons are expected for this event.	

6.11 ESB

Conferences:	Fully Charged 2012, International Electric Vehicle Summit. This was a Green eMotion event hosted by ESB ecars, with over 260 people attending from a range of organisations and countries. There is a summary report of the conference	July 11th
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	available on the Green eMotion website.	
Events:	<p>Launch of ESB ecar's "Great Electric Drive" where 21 members of the public will trial electric cars for periods of 3 months or a year. All participants briefed on electric vehicles and the Green eMotion project.</p> <p>Green eMotion Technical Board Meeting at ESB Head Office, Dublin</p> <p>Green eMotion Regional Board Meeting at ESB Head Office, Dublin</p> <p>Green eMotion networking event, Science Gallery, Dublin</p>	<p>August 31st</p> <p>10th July</p> <p>10th July</p> <p>10th July</p>
Press:	<p>Press releases in the lead up to and on the day of Fully Charged 2012 which can be accessed here: http://www.fullycharged2012.com/media/media.html</p>	
Online:	<p>Fully Charged 2012 website with content on the conference and Green eMotion. www.fullycharged2012.com</p> <p>Facebook site updated with Fully Charged 2012 and GeM content</p> <p>Fully Charged videos on ESB ecar's Youtube channel: http://www.youtube.com/ESBecars</p> <p>Content about GeM on ESB ecar's website</p>	
Communication planning for 2013	<p>We plan to have a public test drive event in the summer to coincide with an Irish national science event.</p> <p>Green eMotion website content to be updated on ESB ecar's website</p> <p>Ongoing press releases about GeM</p>	

6.12 Endesa

Press:	<p>Press release First executive meeting in Spain</p> <p>Press release Green Cities Exhibition in Malaga</p>	<p>January, 2012.</p> <p>November, 2012.</p>
Conferences:	Green Cities Malaga. Round table.	November 2012
Events:	Green Cities Exhibition. Malaga (Event material uploaded to GeM internal website)	7, 8 and 9th November 2012
Online:	<p>All the material used in Málaga Green Cities Exhibition (Greencities) are uploaded on the Endesa website.</p> <p>Link to the project from Endesa's website: http://www.endesa.com/es/conoceendesa/lineasnegocio/principalesproyectos/Endesayelvehiculoelectrico</p>	

Communication planning for 2013	EVS27 Barcelona. Electric Vehicle Symposium and Exhibition	November 2013
	GeM External Stakeholder Forum. Barcelona	November 2013
	Green Cities Malaga event 2013	November 2013
	GeM External Stakeholder Forum. Brussels	June 2013
	Conference: "Electric Vehicle and Charging Infrastructure. European Vision"	May 2013
	Final project event: We think a rally to Brussels is a great idea. Endesa can manage the Spanish part	

6.13 RSE

6.14 ENEL

Conference participation:

25th Sept - Telecom 4SGs conference - GeM WP10 charts + insights from D3.5 (Giovanni Coppola)

28th Nov - GeM stakeholder forum - Marketplace Developer Sessions (Teresa Casacchia)

30th Nov - POLIS conference - GeM WP10 charts + IT1 demo region overview (Federico Caleno)

Additionally, Enel, IT1 Demo Leader and Regional Board Leader, has decided to postpone our GeM dissemination at Motorshow fair in Bologna to 2013 edition, as Enel will be able to show off the complete up and running portfolio of value added services for our customers that has been designed during Release 1 of Green eMotion developments (especially roaming with other Demo Regions / Service Providers)

Communication planning:

For the final GeM event Enel candidates to be part of the rally through Austria and Germany, showing the roaming functionality over German partners infrastructure.

Enel candidates also to continue supporting GeM dissemination events / conferences with the availability of Giovanni Coppola to hold up to 3 conferences per year according to current budget in WP10

6.15 fka

First activities will start by the beginning of 2013 if first results are completely analyzed. Starting point will be Deliverable 6.4:

- New charging strategies to enable quickly and easy „refill“
- On-Board AC charger with >30 kW
- Demonstration of rapid charging solutions

6.16 CARTIF

Press:	“Un solo enchufe, un único sistema” (a unique plug, a unique system). Press article (shared with Cidaut) published at local Press (El Mundo) in Castilla y León region	16/04/2012
Conferences:		
Events:	“Oportunidades en torno al vehículo eléctrico” (Opportunities around the Electric Vehicle). Event organised by CARTIF during which Heike Barlag made a presentation of GeM project	27/03/2012
Online:	<p>Links to GeM project at CARTIF web:</p> <p>http://www.cartif.com/index.php/en/research-areas/energy/integracionenergiasrenovables/proy-greenemotion.html</p> <p>Others in Spanish:</p> <p>http://www.cartif.com/index.php/es/proyectos-internacionales/programa-marco-7/proyecto-internacional-green-emotion.html</p> <p>http://www.cartif.com/index.php/es/areas-de-investigacion/energia/integracionenergiasrenovables/proy-greenemotion.html</p>	Permanent

6.17 CIDAUT

Press:	“Un solo enchufe, un único sistema” (a unique plug, a unique system). Press article (shared with Cartif) published at local Press (El Mundo) in Castilla y León region	16/04/2012
Events:	“The Green eMotion Project”. Presented to EARPA (association of automotive R&D organisations) during the task force meetings held in Brussels on March 2012.	06/03/2012
Online:	<p>Link to GeM project at CIDAUT website:</p> <p>http://www.cidaut.es/es/proyectos-europeos</p> <p>available in English and Spanish</p> <p>Logo and link to the project website in CIDAUT’s newsletter</p>	Permanent
Communication plan for 2013	<ul style="list-style-type: none"> • Attendance to EVS27, networking to other European projects from FP7 under the umbrella of the Green Car Initiative. • Networking events to several related European projects: Plus-MOBY and Urban-EV (both dealing with 	

	<p>standardisation of Urban EVs),</p> <ul style="list-style-type: none"> • Presentation and poster in “Green Car España” the Green Car Initiative event held in Spain on November 2013. • Article in CIDAUT’s newsletter (September-october 2013) 	
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6.18 Tecnalía

Conferences:	<p>Just some mention about GeM in:</p> <ul style="list-style-type: none"> • EVS26 (May 2012, Los Angeles), in presentation “A whole approach for the Electric Vehicle infrastructure in the Basque Country”, by Eduardo Zabala and others • I-SUP 2012 (May 2012, Bruges), in presentation “Business and services models for electric vehicles - the EVCITY approach”, by Carlos Madina and others • “Contribución a las energías renovables a un nuevo modelo energético” (“Contribution from renewable energy sources to a new energy model”), Master Conferences at the Madrid Polytechnic University (June 2012, Madrid), in presentation “El sistema eléctrico del futuro” (“The electricity system of the future”), by Carlos Madina (in Spanish) 	
Conferences:	<p>Paper and presentation at: EEVC2012 (November 2012, Brussels): “Business and services models for electric vehicles: Green eMotion approach”</p>	
Communication planning for 2013	<p>Plan for a presentation about business models at the EVS27 conference (November 2013, Barcelona)</p>	

6.19 Iberdrola

Events:	<p>Jornadas Egética-Expoenergética 2012. ¿Cómo hacer realidad la movilidad eléctrica? La apuesta de Iberdrola. (How can electric mobility be turned into reality?. Iberdrola’s bet)</p>	<p>Valencia, March, 1st</p>
	<p>Jornada sobre Soluciones de Movilidad Urbana (Event focused on Urban Mobility Solutions)</p>	<p>Madrid, April, 18th</p>
	<p>III Foro CiViTAS España y Portugal</p>	<p>Murcia, May, 29th</p>
	<p>Semana de la ONCE 2012. El coche eléctrico, ¿ficción o realidad?</p>	<p>Vitoria, June, 27th</p>

	(*ONCE's week 2012. The electric car, ¿fiction or reality?) ONCE: Spanish National Organization for the blind people	
	Workshop de vehículo eléctrico en flotas profesionales (Electric vehicle in professional fleets)	Valladolid, September, 20th
	Jornada Movilidad Eléctrica Universidad de Valladolid (Event on Electric Mobility at Valladolid University)	Valladolid, November, 5th
	Jornadas técnicas 2012 CIGRE España (Technical event)	Madrid, November, 27th
	Jornada puntos de recarga vehículo eléctrico (Event on charging points for electric vehicles)	Valladolid, December, 13th
Online:		
Others:	Reunión de Delegados (Delegates meeting)	Madrid, October, 3rd
Communication planning for 2013		
	EVS27. Electric Vehicle Symposium and Exhibition (Iberdrola will be in the organizing committee)	Barcelona, November, 17th-20th

6.20 IBM

Press:	- CeBIT Press Round Table "IBM Automotive / e-Mobility Strategy (GeM Project, PR & Back Grounder...)	
	- PR IBM Mobility 2.0 (March) - Interview at IAA 2012 (Big Data Mgmt., vehicle connectivity & reference architecture, B2B marketplace)	
	- Launch of GeM B2B Marketplace press release via IBM channels (Sept.)	
Conferences:	- Green eMotion @ e-Monday (March / Munich) - Green eMotion Conference & Panel Discussion (June /Brussels) - BMW IT Fair (GeM as reference project in IBM Advanced Mobility context)	

Events:	- CeBIT 2012 (GeM reference project in IBM "Advanced Mobility" context on booth)	
Online:	Integration of GeM Project/Webpage on IBM Automotive / e-Mobility webpage (End of Sept.)	

6.21 Imperial

6.22 IREC

VII Barcelona Global Energy Challenges	<p>Presentation of a poster of the Green eMotion project in the framework of the "poster session" of the conference.</p> <p>The presentation was held by Manel Sanmartí.</p> <p>http://www.bcnenergychallenges.com/</p>	Barcelona, 28th June 2012
Events:		
I Jornada BioEconomic Sitges, April	<p>Presentation of the Green Emotion project in the framework of a regional mobility event promoted by regional and local governments and municipalities</p> <p>http://www.nodegarraf.cat/pdf/IREC.pdf</p>	Sitges, 23th April 2012

6.23 City of Malaga

Press:	<ul style="list-style-type: none"> • Participation in radio every 15 days aprox • Participation in local television every 3 months aprox 	
Conferences:	<ul style="list-style-type: none"> • D. Alfonso Palacios. "Energy management in cities" in Technical School of Architecture (Málaga). • D. Mario Cortés (Councillor of the Innovation and New Technologies Area of Málaga). 1st Meeting of Leaders and Technology in Iguazú (Brazil). • D. Francisco de la Torre (Mayor City of Málaga). "Electromobility projects in Malaga" in the institutional presentation of Zem2All project in Málaga. • D. Francisco de la Torre (Mayor City of Málaga). "Sustainable mobility" in Madrid EcoCity • D. Francisco de la Torre (Mayor City of Málaga). 20.20 Spain Presentation Report: ICT and Sustainability In Madrid • D. Jaime Briaes. Smartcities Congress 2012, Modernization in management cities in Madrid • D. Marc Sanderson (International Development Director, 	<ul style="list-style-type: none"> • March 28th • May 23,24th • May 24th • April 14th • June 14th • June 26th • July 3th

	<p>City of Málaga). esmartcity.es magazine kick off in Madrid</p> <ul style="list-style-type: none"> • D. Francisco de la Torres Prados (Mayor City of Málaga). Smart Services to Smart Cities in Madrid 	<ul style="list-style-type: none"> • July 17th
Online:	<ul style="list-style-type: none"> • Web • Facebook 	
Press:	<ul style="list-style-type: none"> • Participation in radio every 15 days approx. • Participation in local television every 3 months approx. 	
Conferences:	<ul style="list-style-type: none"> • D. Alfonso Palacios. Smart Cities 2012: Real challenges in the current socio-economic paradigm. Madrid. • D. Jaime Briaies. Smart City Centre in Solar Decathlon Europe 2012 in Madrid • D. Jaime Briaies. Alternative Vehicle and Fuel Show in Valladolid • D. Mario Cortés Carballo (Councillor of the Innovation and New Technologies Area of Málaga). XIII Iberoamerican digital cities in Buenos Aires (Argentina) • Alfonso Palacios. Information Society in Andalusia: Efficiency and cost savings in public services ". Sevilla, miércoles 17 octubre 2012 	<ul style="list-style-type: none"> • Septemb. 9th • Septemb. 20th • October 4th • October 10th • October 17th
Events:	<ul style="list-style-type: none"> • Greencities 2012. A complete program of conferences, presentation of projects and round tables for debates about Mobility, Smart Buildings, Energy Efficiency and Environment. 	<ul style="list-style-type: none"> • 7, 8 and 9th November
Online:	<ul style="list-style-type: none"> • Web • Facebook 	
Communication planning for 2013	Green Cities 2013	

6.24 Micro-Vett

6.25 PPC

Conferences:	1. V. Lioliou, "Electromobility in Greece – The present	In both
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	<p>conditions and the perspectives”, in “Electric Vehicles” conference organised by the Technological Institute of Kozani, Kozani, Greece, 10th May 2012</p> <p>2. V. Lioliou, “PPC’s activities towards electrification of transportation”, in PYRFOROS Conference, Athens, Greece, 8th of June 2012</p>	<p>conferences the GeM project was presented and the Kozani demo site was discussed</p>
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6.26 Bosch

Press:	Press releases on Green eMotion distributed at eCarTec.	22.-23.10.2012
Conferences:	Green eMotion mentioned on booth panels and slide sets used at eCarTec in Munich. Promotional Material like flyers also distributed at eCarTec.	22.-25.10.2012
Events:	Slide sets and booth panels shown at trade show booth at the following events: Elektromobilia, Cologne CeBIT, Hannover EVS 26, Los Angeles Elektromobilitätstag der IHK, Villingen Schwenningen Strategie-Forum Elektromobilität, Vienna eCarTec, Munich	22.-23.02.2012 06.-10.03.2012 06.-09.05.2012 25.04.2012 24.-25. 05.2012 22.-25.10.2012
Online:	Green eMotion featured on our website http://www.bosch-si.com/internet-of-things/mobility/projects/green-emotion/projects-green-emotion.html Green Emotion mentioned in Blog post on http://blog.bosch-si.com	During 2012 26.04.2012
Communication planning for 2013	Green eMotion will be mentioned on booth exhibit and slide set at CeBIT 5.3.-9.03.2013, probably also at IAA Frankfurt, 12.9.-22.09.2013. Green eMotion will be set into perspective at speech during “French-German Week” at Karlsruhe institute of Technology on March 19.2013	

6.27 RWE

Conferences:	Thomas Wiedemann: Overview presentation about GeM European Technology Platform Smart Grids, 08.03.2012, Rome	
	Thomas Wiedemann: Presentation: Smooth integration of	

	electric vehicles in distribution networks Eurelectric conference Green Emotion, 19.06.2012, Brussels	
	Thomas Theisen: Presentation: Electric vehicles as a driving force within a changing market structure EUROBAT AGM & Forum 2012, Friday 01.06.2012, Prague, CZ	

6.28 SAP

Events:	SAP Future Energy Center Event: Customer Visit Presenting Green eMotion and other research projects regarding energy topics to the Executive Management of KEMA	2012-01-19
	SAP Future Energy Center Event: BWcon: Dialog Presenting Green eMotion and other research projects regarding energy topics to BWcon executives, representatives from political parties such as CDU and Bündnis 90/ Die Grünen as well as from industries such as Alcatel Lucent AG, IBM, AGT Group GmbH and more	2012-01-25
	SAP Future Energy Center Event: Customer Visit Presenting Green eMotion and other research projects regarding energy topics to the Executive Management of E.ON	2012-02-06
	SAP Future Energy Center Event: Customer Visit Presenting Green eMotion and other research projects regarding energy topics to Austrian energy supplier such as Salzburg AG, Verbund AG, WienIT, Wiener Stadtwerke, and more	2012-03-14
	SAP Future Energy Center Event: Customer Visit Presenting Green eMotion and other research projects regarding energy topics to the Executive Board of State Grid Corporation of China (SGCC)	2012-05-21

6.29 ECN

Events:	Research PPP Info Day, Brussels – Green Cars Session; Presenting Green eMotion project – Development of the European Framework for Electromobility	9 July 2012
	3 rd EGCI Clustering Event, Brussels – Green Cars Session; Presenting Green eMotion project – Development of the European Framework for Electromobility	12 July 2012
Online:		

Plan 2013:	Press: Article GeM project in Dutch magazine E-Mobility	

6.30 DTU

Conferences:	<p>Two papers have been prepared, based on the work of the GeM projects and presented in the following international congresses:</p> <p><i>13th International Conference on Travel Behaviour Research (IATBR)</i>. Toronto, Canada.</p> <p>Jensen, A., Cherchi, E. and Mabit, S. (2012) On the stability of preferences and attitudes before and after experiencing an electric vehicle.</p> <p>The IATBR is the most important conference in modelling transport behaviour. It is a very selective and high quality conference, organized every 3 years. The paper presented in this conference has been submitted to the journal <i>Transportation Research Part D</i> and it is currently under review.</p> <p><i>XVII Panamerican Conference</i>. Santiago, Chile.</p> <p>Jensen, A., Cherchi, E. and Ortúzar, J.de D. (2012) A long panel survey to elicit preferences for electric vehicles and charging infrastructure.</p> <p>The Panamerican conference is an international congress held every 2 years that brings together scholars and practitioners from all over the world and it is aimed at discussing both theoretical and practical applications.</p> <p>We are now working to submit also this paper to a prestigious journal. The journal has not been defined yet, but it will be most likely <i>Transportation</i>.</p>	July/October 2012
The plan for the 2013 is:	<ol style="list-style-type: none"> 1) To publish in ISI journals the papers that have been presented in congresses in 2012 2) To submit a paper on the "Forecasting the potential demand for EV" to the <i>Transportation Research Board meeting</i> that it will be held in Washington in January 2014 3) To submit a paper on non-normative behaviour in the choice of EV at the NORBIT congress, to be held 4-5 November 2013 in Copenhagen. 	

6.31 Trinity College Dublin (TCD)

Media	Activities	
Press:	The majority of the communications promoting the Green eMotion project in Ireland is handled by ESB eCars on behalf of the Irish consortium.	

Media	Activities	
<p>Conferences:</p>	<p>Transport Research Board (TRB), 92nd Annual Meeting, Washington Jan 2013.</p> <p>The TRB Annual Meeting is the premier transport conference in the US. The event attracts approximately 11,000 delegates from around the world and focuses on all areas of transport, planning and the automotive industry. This year's theme was "Deploying Transportation Research: Doing things Smarter, Better, Faster.</p> <p>TCD presented at a poster session at the meeting, detailing a paper which was published in the conference proceedings.</p> <p>The event provided excellent exposure for Green eMotion on an international level. There was appreciable interest in the project activities among co-exhibitors and attendees. Many European attendees were familiar with Green eMotion, while US delegates requested an introduction to the project.</p> <p>Several co-exhibitors were from other EV research projects and expressed interest in attending the external stakeholder forum along with representative from US demo regions.</p> <p>Details of contacts made are available if required.</p> <p>University Transport Study Group (UTSG) Conference – Oxford, UK.</p> <p>TCD researchers attended the UTSG conference in the UK, providing information on the Green eMotion project to UK research teams and making introductions to UK research projects and demo regions in the EV space.</p>	
<p>Events:</p>	<p>Trinity College attended the <i>Fully Charged</i> International Electric Vehicle Summit in Dublin in 2012. As a representative of the Irish consortium TCD provided a tour of the university to both Green eMotion partners and external partners, affiliating them with the work within the Green eMotion project and ongoing related research.</p> <p>Trinity College staff presented at the Irish National Electric Vehicle Summit, held in Croke Park, Dublin in January 2013. The title of the presentation was "<i>An Update on the Green eMotion Project.</i>" Attendees included business and research groups from the EV industry throughout Ireland and the UK. The presentation gave an overview of the Green eMotion project, the current status of the work and the particular role of the Irish partners within the project.</p> <p>TCD attended the Green eMotion External Stakeholder Forums in April and November of 2012, presenting analysis</p>	

Media	Activities	
	results to project partners and external participants.	
Others:	A paper co-authored by TCD, IREC, ESB and Siemens was published in the proceedings of the 92 nd Transport Research Board Annual Meeting. The paper was titled " <i>Data Collection and Analysis in a Pan-European Electric Vehicle Fleet.</i> " The compendium of papers is available for download online to conference participants and those who wish to obtain a copy after the event.	
Communication planning for 2013	<p>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 further output is expected in the field of travel and charge pattern analysis.</p> <p>TCD will also be providing material to each of the demo region coordinators in the form of reports on the usage of local EV fleets and charging infrastructure. These reports will contain information which will be suitable for public dissemination and may aid with communication activities within each of the demo regions.</p>	

6.32 TUEV-Nord

Activities will be started in alignment with fka, see chapter 6.15.

6.33 Eurelectric

Press:	Press Release announcing the charging stations at the EC premises	
Conferences:	Green eMotion Conference in Brussels, within the EU Sustainable Energy Week (19 June 2012)	
Events:	Inauguration of EV charging stations at the EC premises in Brussels, with the participation of EC Commissioners Kallas and Oettinger.	
Online:	Picture gallery and video material online of the inauguration event.	
Press:	Euractiv „IEA: Government support “crucial” for electric cars roll-out; 19 September 2012	

Conferences:	<ul style="list-style-type: none"> • Associated European Energy Consultants Event during Brussels Motor show • Assembly of European Regions, Brussels, 25 September • European Electric Vehicle Congress, Brussels, 20 November 	
Events:	Inauguration of charging stations at DG MOVE and DG ENER premises with EC Commissioners Kallas and Oettinger. Complemented with a Green eMotion general overview event within the EU Sustainable Energy Week (19 June 2012)	
Online:	Cross-link to Green eMotion website and posting of video on EURELECTRIC website: http://www.eurelectric.org/power-distribution/e-mobility/	
Others:		
Communication planning for 2013	<ul style="list-style-type: none"> - AGRION, Frankfurt, 24 January - More to follow 	

6.34 Daimler

6.35 BMW

Conferences:	Participation in GeM Conference June 19 th & Inauguration Ceremony of Charging Station at EC. Provision of 2 EVs (BMW ActiveE, MINI E) for this event.	
Conferences:	<p>Participation with an WP5 Presentation in the GeM/ EMPORA Meeting (Vienna, 21.11.2012)</p> <p>Participation with an OEM Keynote in the GeM External Stakeholder Forum (Ehningen 27.-28.11.2012).</p>	
Events:	Participation with an EV at the Exhibition to the TEN-T Event in Brussels (28.11.2012)	

6.36 Nissan

Conferences:	<p>R20 General Assembly</p> <p>Jan31st 2013 Vienna, Austria - OP Speaking</p>
	2emes ASSISES NATIONALES DES INFRASTRUCTURES DE

CHARGE Feb 14th & 15th 2013 Nice, France OP Speaking
CHAdEMO GA & Workshops Feb 19th 2013 Brussels, Belgium OP Speaking
Network 2013 seminar Feb 21st 2013 London, UK OP Speaking
LAUNCH OF THE PLATFORM FOR THE ELECTRIFICATION OF SURFACE TRANSPORT March 19th 2013 Brussels, Belgium OP Speaking
E-Cartec April 16th - 18th 2013 Paris, France OP Speaking
EV Battery Tech April 24th - 25th 2013 London, UK OP Speaking
WEVS 2013 May 14th - 16th 2013 Oslo, NOR OP Speaking
ITS European Conference [EV Panel] June 4th - 6th 2013 Dublin, Ire OP Speaking
EVS27 Nov-13 Barcelona, Spain OP Speaking

6.37 Renault

6.38 City of Barcelona

Conferences:	<p>In all the conferences where Barcelona City Council are invited to give a lecture, there is one slide about GeM.</p> <p>Between Feb 2012 and January 2013 we have been invited to:</p> <ul style="list-style-type: none"> - EV Battery Forum. Barcelona, 21 March - Intertraffic, Amsterdam, 27-29 March - EVS26, Los Angeles. 6-9 May - GEODE Autumn Seminar, Barcelona, 23 Novembre 2012 	

Communication planning for 2013		
	<ul style="list-style-type: none"> - EVS27. Barcelona, November 2013 - Expoelectric. Barcelona, September 2013 	

6.39 Bornholm (Greenabout)

Press:	Børsen, Bornholm Tidende, Business Bornholm, DR, Bornholm.nu	
Conferences:	Ireland, Spain, Bornholm, Copenhagen	
Events:	Key speaker at Rotary and Round Table, Folkemødet as well as sustainable events around Bornholm	
Online:	Greenabout.dk, BCB, Bornholms Regions Kommune	

6.40 Rome Municipality

6.41 Rome University (CTL)

Dissemination will be performed mainly by Rome Municipality.

6.42 Berlin (Sen Stadt)

Press:	Press Release: start of a EU-tender to extend charging infrastrucur by Sen Stadt http://www.stadtentwicklung.berlin.de/aktuell/pressebox/archiv_volltext.shtml?arch_1210/nachricht4806.html	2012-10-26
Conferences:	Conference on Planning of Charging Infrastructure in Berlin	2012-09-21
	Capitall Conference "International Showroom Electromobilty Berlin-Brandenburg"	2013-03-11
Events:	Energy Efficiency Conference by RWE	2012-11-07
Communication planning for 2013	<ul style="list-style-type: none"> • Presentation at the International IMPCTS Conference, Vienna: Provision of Charging Infrastructure for Electric Vehicles in Berlin • International Conference on Electromobility of the Federal Government of Germany, Berlin 	2013-05-16 2013-05-27

6.43 TNO



7 Conclusion

Green eMotion dissemination activities made good progress within the 2nd project year. With the first key results – especially the marketplace going into pilot operation – we had important topics to talk about. We made several publications (<http://www.greenemotion-project.eu/dissemination/publications.php>) and many conference contributions (see list on bottom of <http://www.greenemotion-project.eu/dissemination/events.php>). So far we got many requests to speak at conferences throughout Europe and also from USA, China, India and Russia. Green eMotion is ranked No 1 on Google when searching for “Electromobility Europe” and of course also when searching “Green eMotion”. For the political level we had many presentations in Brussels and also several partners weaved the Green eMotion flag in European as well as national political environments. The general public was addressed e.g. with the Fully Charged event in Dublin and other Road Shows, most of them with test drive offerings. So the project is really well known in the industry now.

Dissemination activities again addressed the target groups via different channels, like press, online or trade shows and conferences:

Events and conferences:

We had in total dedicated Green eMotion activities in more than 75 events & conferences throughout Europe. Highlights were the Green eMotion conference on June 18 in Brussels (with inauguration of the first charging spots at the EC facilities) and the Fully Charged conference on July 11 in Dublin (organised by ESB).

We put special emphasis on our Stakeholder Forum, which was very successful with nearly 100 people participating in each of the two meetings of the second year in Brussels and Ehningen (IBM).

Press:

We had 4 press releases directly from Green eMotion and 5 done by partners. Press interviews were organised with the project coordinator and one work package leader. In the trade press we were able to place articles about our marketplace and general Green eMotion status updates.

Online:

The Green eMotion Internet was updated with dissemination pages (deliverables, publications, press, events). On Wikipedia we launched Green eMotion entries in 7 languages.

Printed materials:

An Image Brochure with special focus on the demo regions was produced and the project flyer as well as event materials were updated.

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

- It's still open to get more partners involved in actively promoting Green eMotion to the press and also to get articles written in different languages.
- With the “newsworthy items” section in the monthly status reports of the TechBoard we have a tool to get the topics for press activities out of the work packages. We need to define the resources to generate the articles out of the available information.
- Organize press event activities around EVS27.

For the future event activities the following measures could be derived from the experience in the first two years of the Green eMotion project:

- The demo regions have to be motivated to do more Green eMotion related Road Shows.
- 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.

For the future online activities the following measures can be derived from the experience in the first two years of the Green eMotion project:

- With the “newsworthy items” section in the monthly status reports of the TechBoard we have a tool to get the topics for communication activities out of the work packages. This topics has to be used to generate News on the Internet and to start with a periodical Newsletter (distributed as pdf and via the Green eMotion website)
- Still we need to get more partners actively promoting Green eMotion on their websites

To improve the dissemination activities further, a content selection process was implemented at the TechBoard meeting in Milano in April as mentioned already above. All WP leaders will report in their monthly status report on newsworthy topics. This information will be used for internal and external information on the major results from our project. The communication topics for all communication channels will be derived from this reporting.

Two major activities of the third year will also help to improve the visibility of the Green eMotion project:

- Multimedia – as requested by the EC we will setup a tool which can be used as an interactive presentation (e.g. online or on trade shows) or as a film about the main activities and findings of our project. A storyline is right now under approval by the project partners.
- Final Event – to show that Green eMotion really has developed an interoperable electromobility system, we will have a rally from most of our demo regions into Brussels in fall 2014. The concept paper was accepted by all demo regions and the TechBoard. Right now the feasibility study is running.

8 Appendix

8.1 Access from different countries to the Green eMotion Internet

	hits in total		
Germany	374229	21,85%	Contains the administration of the website!
.com	223772	13,06%	
.net	180010	10,51%	
Spain	133392	7,79%	
Italy	110682	6,46%	
Belgium	72356	4,22%	
Ireland	66123	3,86%	
France	54812	3,20%	
Netherland	51990	3,04%	
Poland	33000	1,93%	
UK	27096	1,58%	
Austria	26525	1,55%	
Bulgaria	25845	1,51%	
South Korea	24994	1,46%	
USA	24980	1,46%	
Greece	20506	1,20%	
Denmark	19880	1,16%	
Russia	16546	0,97%	
Japan	15708	0,92%	
China	13867	0,81%	
Finland	13042	0,76%	
Portugal	11289	0,66%	
Sweden	11158	0,65%	
Switzerland	10867	0,63%	
Luxembourg	8324	0,49%	
Latvia	6670	0,39%	
India	6423	0,37%	
Norway	5394	0,31%	
Czech Republic	5290	0,31%	
Slovakia	5007	0,29%	
Croatia	4810	0,28%	
Lithuania	4119	0,24%	
Romania	3735	0,22%	
Australia	3474	0,20%	
Hungary	2718	0,16%	
Malaysia	2373	0,14%	
Singapore	2016	0,12%	
Ukraine	1361	0,08%	
Slovenia	1278	0,07%	
Argentina	808	0,05%	
Turkey	802	0,05%	
Malta	726	0,04%	
Brazil	715	0,04%	



Canada	615	0,04%
NGOs	471	0,03%
Indonesia	203	0,01%
Unknown	82829	4,84%

Other countries where

Chile

Philippines

NewZealand

Guatemala

Kazakhstan

8.2 Press and Publications Pages on the Green eMotion Internet

The screenshot displays the Green eMotion website interface. At the top, the Green eMotion logo is centered, with a 'Legal information' link on the right. A navigation menu below the logo includes links for Home, About us, Partners, Work packages, Stakeholder forum, News, Dissemination (highlighted in green), and Contact.

The main content area is divided into two columns. The left column features a 'Press' section with a sub-header: 'We keep you posted on the proceedings of the Green eMotion initiative. Our press releases allow you to directly accompany Europe's major electromobility project.' Below this is a 'Latest press releases' section listing ten items, each with a date, a brief description, and a 'Download' button. The items are:

- 23.10.2012 – Green eMotion supports industry initiative for harmonisation of European electromobility data standards. Format: pdf | Filesize: 1.33 MB
- 23.10.2012 – First prototype of a European marketplace for electromobility is test within the Green eMotion project. Format: pdf | Filesize: 1.22 MB
- 11.07.2012 – Ireland is first to trial a Europe-wide electric vehicle IT Platform. Format: pdf | Filesize: 1.57 MB
- 10.06.2012 – Electric cars: Commission opens first charging stations. Format: pdf | Filesize: 1.02 MB
- 12.05.2012 – Green eMotion conference sees launch of electric vehicle charging stations at European Commission. Format: pdf | Filesize: 1.59 MB
- 07.04.2012 – Green eMotion runs its first Test Drive at the F1 Circuit in Barcelona. Format: pdf | Filesize: 0.92 MB
- 13.03.2011 – Green eMotion Initiative to prepare the mass market for electromobility in Europe. Format: pdf | Filesize: 0.92 MB
- 01.04.2011 – Europe-wide Green eMotion Initiative to pave the way for electromobility. Format: pdf | Filesize: 0.99 MB
- 01.04.2011 – Europe-wide Initiative Green eMotion will Elektromobilität den Weg ebnen. Format: pdf | Filesize: 0.99 MB
- 01.04.2011 – La Comisión Europea lanza Green eMotion, una iniciativa para facilitar la introducción de la electromovilidad en Europa. Format: pdf | Filesize: 0.95 MB

A 'Dissemination' button is located at the bottom right of the press releases list.

The right column features a 'Our partners' section with logos for the European Commission, COOPERATION, and several industry partners: XE, EDF, Endesa, Enel, eCars, and eurelectric. Below this is a 'Latest news' section with two entries:

- 05. October 2012: Opening of the Green eMotion battery switch station in Denmark. [View more](#)
- 18. July 2012: Fully Charged 2012 – the way to an interoperable electromobility system in Europe. [View more](#)

At the bottom of the page, a green footer contains navigation links (Home, About us, Partners, Work packages, Stakeholder forum, News, Dissemination, Contact) and the copyright notice: 'Green eMotion © 2012. All rights reserved. Legal information'.

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Contact

Our partners

Publications

We offer you the latest information about the project's progress. Keep yourself updated on important information about Green eMotion and its proceedings by downloading articles, interviews and presentations that have been published in the media.

	<p>Green eMotion – Auf dem Weg zu einem interoperablen Elektromobilitätssystem für Europa in Neue Mobilität, Januar 2012 (in German) Format: pdf</p>	Download
	<p>BMW antwortet endlich: E2D-Marktplatz für iCU-Projekt Green eMotion in car21, November 13, 2012 (in German) Format: Link</p>	View
	<p>Details zu Green eMotion in electrive.net, November 2, 2012 (in German) Format: Link</p>	View
	<p>Green eMotion: towards a European marketplace for electromobility services in car21, November 1, 2012 Format: Link</p>	View
	<p>Presentation by Dr. Norbert Vranthling at the New Mobility Forum St. Veit s.d. Glan, Austria, October 18-19, 2012 Format: pdf</p>	Download
	<p>Mobility für Elektroautos in Mobility2.0, October 2012, page 14 (in German) Format: Link</p>	View
	<p>Presentation by Dr. Heike Berlag at the CIVITAS Forum - Annual Conference Vitoria-Gasteiz, Spain, September 24-26, 2012 Format: pdf</p>	Download
	<p>Review of Fully Charged 2012 – Fully Charged conference, Dublin July 11, 2012 Format: pdf</p>	Download
	<p>Presentation by Ingo Bunzack at the RESEARCH ITV INNO DAY – Green Car Session, Brussels in electrive.net, July 9, 2012 Format: pdf</p>	Download
	<p>Interview with the Project Coordinator Dr. Heike Berlag in car21.com (May 2012) Format: Link</p>	View
	<p>Interview with the Project Coordinator Dr. Heike Berlag in Mobility2.0week (page 2, May 2012, only in German) Format: pdf</p>	Download
	<p>Presentation by Dr. Heike Berlag at the e-mobility NSRF conference "Trends on E-Mobility in the North Sea Region" (October 2011) Format: pdf</p>	Download
	<p>Simm Kallias, Commissioner for transport and VI* of the European Commission, on Green eMotion (October 2011) Format: Link</p>	View

[Dissemination](#)

Latest news

08. October 2012

Opening of the Green eMotion battery switch station in Denmark
[Read more...](#)

16. July 2012

Fully Charged 2012 – the way to an interoperable electromobility system in Europe
[Read more...](#)

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8.3 Trade Shows, Events & Conferences in the second project year (2012)

At the following events and conferences Green eMotion was presented (list might not yet be complete):

Status	Event	Date	Location	Organizer	What's done	Participant
	Smart Grids development in Europe	January 12, 2012	European Parliament, Brussels, Belgium	EDSO4SG	Presentation	Enel
	Electric Vehicle Conference	January 16, 2012	Brussels, Belgium	Janson Baugniet	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	EU projects Sandria and EcoMobility	Presentation	City of Berlin
	Hybrid & Electric Vehicles Forum 2012	February 1-2, 2012	Prague, Tschech Republic		Presentation	Enel
	EV Conference	February 13, 2012	London, UK		Presentation	Codema
	Electric Vehicles – understanding the rise of eMobility	February 13-14, 2012	London, UK		Presentation	ECN
	IV Encuentro Vehículos Alternativos Eléctricos e Híbridos Enchufables	February 22, 2012	Madrid, Spain	Intereconomía Conferencias	Event	AEDIVE (CARTIF)
	Elektromobilia	February 22-23, 2012	Cologne, Germany			Bosch
	InnoGrid 2020+	February 23-24, 2012	ENTSO-E premises, Brussels, Belgium	EDSO4SG-ENTSO-E	Poster	Siemens
	e-Monday	February 27, 2012	Munich, Germany		Presentation	IBM
	ETP Smart Grid	March 8-9, 2012	Rome, Italy	EC	Presentation	RWE
	Cebit	March 6-10, 2012	Hanover, Germany	Cebit	Presentations	Bosch.
	Cebit - IBM Event	March 9, 2012	Hanover, Germany	Cebit	Presentations	IBM, Siemens, etc.
	EV Evening at University Manchester	March 18, 2012	Manchester, UK	IET	Presentation	Alstom
	EV Battery Forum / EV Charging Forum	March 21-22, 2012	Barcelona, Spain	Dufresne	Presentations	Barcelona, Endesa

	Electric Vehicles Seminar – A Power Network Perspective	March 22, 2012	Manchester, UK	IET	Presentation	Alstom
	Oportunidades en torno al vehículo eléctrico	March 27, 2012	Valladolid, Spain	Cartif	Event	Cartif
	GeM Test Drive at the F1 circuit in Barcelona	April 17, 2012	Barcelona, Spain		Test Drive	Endesa
	I Jornada BioEconomic	April 23, 2012	Sitges, Spain		Presentation	IREC
	Transport Research Arena (TRA) 2012	23-26 April 2012	Athens, Greece	TRA	Strategic session speaker	Siemens, Heike Barlag
	Elektromobilitätstag IHK Villingen Schwenningen	April 25, 2012	Villingen Schwenningen, germany	IHK	Presentation	Bosch
	Oresund electric car rally	May 2, 2012	Oresund region		eCars	Malmoe, Better Place
	BEVIP's annual conference	May 2, 2012	London, UK	BEVIP	Presentation	Alstom
	Smart Energy and Sustainable ICT Conference	May 3, 2012	Brussels, Belgium	INFOS	Presentation	ESB
	UK's Distribution Utilities	May 4, 2012	UK		Presentation	Alstom
	World Electric Vehicle Conference on Cities and Ecosystems	May 5, 2012	Los Angeles, USA	UCLA	Presentation	Robert Stuessi
	EVS26	May 6-9, 2012	Los Angeles, USA	EDTA	Presentation	Bosch, Tecnalia
	Electric Vehicles Conference	May 10, 2012	Kozani, Greece	Tech. Institute of Kozani	Presentation	PPC
	4 th Stakeholder Forum	May 10-11, 2012	Brussels, Belgium (Eurelectric)	GeM	GeM Conference	Alstom, Eurelectric, other GeM partners
	Electromobility projects in Malaga	May 24, 2012	Malaga, Spain	Zem2All	Presentation	Malaga
	Strategie-Forum Elektromobilität	May 24-25, 2012	Vienna, Austria		Presentation	Bosch
	CIVITAS workshop on clean vehicles and fuels	May 25, 2012	Bologna, Italy	CIVITAS	Presentation	ESB
	EUROBAT AGM & Forum 2012	June 1, 2012	Prague, Czech Republic	Eurobat	Presentation	RWE
	ElettriCar	June 5, 2012	Milano, Italy		Presentation	CTL, Enel (RSE)
	PYRFOROS Conference	June 8, 2012	Athens, Greece		Presentation	PPC
	World Electric Vehicle Summit 2012	June 12-13, 2012	Copenhagen, Denmark	Informa	Presentations	EC, Siemens, Nissan, DTI

	Fleet Owners Symposium	June 14, 2012	Copenhagen, Denmark		Presentation	DTI
	Les Printemps de la Recherche	June 15, 2012	Moret-sur-Loing, France	EdF	Presentation	EdF
	Contribución a las energías renovables a un nuevo modelo energético	June 2012	Madrid Polytechnic University, Spain		Presentation	Tecnalia
	Electrifying road transport: between now and 2050	June 18, 2012	Brussels, Belgium (Bibliothèque Solvay)	Renault-Nissan	Part of presentation	Renault
	EUSEW	June 18-22, 2012	European Parliament, Brussels, Belgium	EC	Brochure distribution	Eurelectric, Siemens
	Green eMotion conference (with inauguration of CPs)	June 19, 2012	Brussels, Belgium (Catalonian Representation)	Green eMotion	Conference	Eurelectric, Siemens, other GeM partners
	Barcelona Global Energy Challenges Conference	June 28-29, 2012	Barcelona, Spain		Poster, presentation	IREC
	EV Evening at TRW Birmingham	July 4, 2012	Birmingham, UK	IET	Presentation	Alstom
	Research PPP info day	July 9, 2012	Brussels, Belgium	DG Research & Innovation	Presentation	ECN
	Fully Charged 2012	July 11, 2012	Dublin, Ireland	ESB	GeM event	ESB, Siemens, etc.
	EGCI clustering event	July 12, 2012	Brussels, Fondation Universitaire	EGCI	Project presentation	ECN
	2. Fachtagung A2A – Apps to Automotive	July 12-13, 2012	Stuttgart, Germany		Presentation	IBM
	13th International Conference on Travel Behaviour Research.	July, 15-19, 2012	Toronto, Canada	IATBR	Presentation	DTU
	cigre	Aug. 2012	Paris, France	cigre	Contribution to session	Siemens and others
	Autoshow Kelmis	August 25-26, 2012	Kelmis, Belgium		Exhibition	fka, Nissan
	China International Conference on Electricity Distribution (CICED 2012)	September 5-6, 2012	Shanghai, China	SGCC	Presentation	Siemens China
	Conference on Urban Mobility	September 17, 2012	Brussels Belgium	CIVITAS	?	Eurelectric?
	Expo Electric + Test Drive	September 21-24, 2012	Barcelona, Spain		Road show, conference session	Barcelona, Endesa
	Telecoms for Smart Grids 2012	Sept. 24, 2012	London, Regents Park	SMI	Presentation	Enel
	CIVITAS Forum 2012	Sept. 24-26, 2012	Vitoria-Gasteiz, Spain	CIVITAS	Presentation	Siemens

	XVII Panamerican Conference	September 24-27, 2012	Santiago, Chile	Panamerican society	Presentation	DTU
	European Conference on Nanoelectronics and Embedded Systems for Electric Mobility - eMotion in Smart Cities (NESEM 2012)	September 25-26, 2012,	Bologna, Italy	Artemis	Presentation	RSE
	Opening Battery Switching Station	October 5, 2012	Copenhagen, Denmark	Betterplace	Battery switch station opening	Betterplace
	EdF Open Doors	October 5-6, 2012-10-29	Moret-sur-Loing, France	EdF	Poster, test drive	EdF
	IEEE ISGT Europe 2012	October 14-17, 2012	Berlin, Germany	IEEE	Presentation	Siemens
	NEW MOBILITY FORUM 2012	October 17-19, 2012	St. Veit, Austria	iam	Presentation	Siemens
	19th ITS World Congress	October 22-26, 2012	Vienna, Austria	ITS Ertico	Presentation	Siemens
	eCarTec	October 23-25, 2012	Munich, Germany	Messe Munich	Poster, presentation	Bosch, Betterplace
	EU-JAPAN EV workshop	October 25, 2012	Brussels, Belgium	EC	Presentation	Siemens, BMW
	Ensuring the Future of Electric Vehicles in Europe: Tackling Market Entry Barriers	October 31, 2012	Brussels Belgium	Centre for Parliamentary Studies	Presentation	Siemens
	Green Cities + GeM Test Drive	November 7-9, 2012	Ferria Malaga, Spain		Green eMotion exhibition & workshop	Endesa, Malaga, others
	National Green Technology Conference	November 8, 2012	Rome, Italy		Presentation	Enel
	Smart City Expo World Congress	November 13-15, 2012	Barcelona, Spain	Fira Barcelona	Presentation	Siemens
	Innovate 2012	November 14-15, 2012	Potsdam, Germany	IBM	Presentation	IBM
	EU-China Innovation Seminar	November 15, 2012	Beijing, China	EC	Presentation	Siemens China
	TEN-T Event	November 18, 2012	Brussels, Belgium	EC	e-car	BMW
	European Electric Vehicle Congress	November 19-22, 2012	Brussels, Belgium	Electri-city. mobi	Presentation	Siemens
	e-harbours conference on electric mobility in smart energy systems	November 20-21, 2012	Malmoe, Sverige		Presentation	Malmoe
	Empora – Green eMotion Workshop	November 21, 2012	Vienna, Austria	Empora	Workshop	Siemens, IBM, BMW

	5 th Stakeholder Forum	November 27-28, 2012	Ehningen, Germany	GeM	GeM Conference	Alstom, IBM, other GeM partners
	2012 Annual Polis Conference	November 29-30, 2012	Perugia, Italy	Polis	Presentation	Enel
	IEEE Global Smart Grids Forum.	December 6-7, 2012	Geneva, Switzerland	IEEE	Presentation	RSE
	Bologna Motorshow	December 2-9, 2012	Bologna, Italy			Enel and other Italian GeM partners
	Smart EV Infrastructure & Business Europe 2012	December, 5-6, 2012	Munich, Germany	EV-Update	Presentation	Siemens
	IEEE Smart Grid Forum	December, 6-7, 2012	Geneva, Switzerland	IEEE	Presentation	RSE



participation



no participation



planning



part of Road Show

79 entries