



## **Deliverable 10.3, 4<sup>th</sup> issue**

# **Annual Report on dissemination activities addressing intended audience 2014**

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## List of Abbreviations

CA	Consortium Agreement
COR	Committee of Regions
CP	Charging Point
D10.3	Deliverable 10.3
DoW	Description of Work (Annex I of Grant Agreement)
EC	European Commission
EESC	European Economic and Social Committee
eMI3	eMobility ICT Interoperability Innovation Group
EU	European Union
EUSEW	European Sustainable Energy Week
EV	Electric vehicle
EVS	Electric Vehicle Symposium
GA	General Assembly
GeM	Green eMotion
GeMS Forum	Green eMotion Stakeholder Forum
IAA	Frankfurt Motor Show (Internationale Automobil-Ausstellung)
IAR	Intermediate Activity Report
ICE	Internal Combustion Engine
ICT	Information and Communication Technology
IT	Information Technology
MEP	Member of the European Parliament
MoU	Memorandum of Understanding
RES	Renewable Energy Sources
PR	Public Relation
SON	Site Operators Network
WP	Work Package

# 1 Executive Summary

Green eMotion dissemination activities made again good progress within 2014, the 4<sup>th</sup> project year. With more and more results available we had important topics to talk about. We made several publications ([www.greenemotion-project.eu/dissemination/publications](http://www.greenemotion-project.eu/dissemination/publications)) and many conference contributions (see list on bottom of [www.greenemotion-project.eu/dissemination/events](http://www.greenemotion-project.eu/dissemination/events) or Appendix 7.3). So far we got many requests to speak at conferences throughout Europe and also from abroad. Green eMotion is ranked No. 1 on Google when searching for “Electromobility Europe” and of course also when searching for “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 project is really well known in the electromobility industry as e.g. visitor feedback at the eCarTec showed.

Dissemination activities again addressed the target groups via different communication channels:

## **Press:**

With 4 press releases and several publications we had more visibility in the press than in previous years. Again we were able to place articles about our marketplace, general Green eMotion status updates and also our events (e.g. charge pole inauguration in Budapest and Electromobility Symposium in Athens) in the trade press.

## **Online:**

The dissemination pages on the Green eMotion Internet were updated regularly (deliverables, publications, press, events). And we generated more News than all the years before. Over all the interest in our web pages increased again in 2014.

## **Multimedia:**

We started to use the Green eMotion film at EVS27 in fall 2013. This film was integrated into the Green eMotion Internet and used at many events. With these film and others from IBM, DTI and other partners we setup a Green eMotion YouTube channel. Also the web based education tool for different electromobility stakeholders was very well received. Details can be found in deliverable D10.6 “Guideline handbook for web based education of different professionals handling EVs”.

## **Events and conferences:**

The highlight in this communication area was our Rally to Brussels on September 18, 2014. Green eMotion partners drove from 5 European cities into Brussels. The arrival was celebrated with a high level Green eMotion conference opened by Siim Kallas, Vice President of the Commission and Commissioner for Transport.

Together with FREVUE and ZeEUS we held a very successful second “European Electromobility Stakeholder Forum” in Brussels in June 2014. We will continue this format at the last Stakeholder Forum with Green eMotion participation in February 2015.

## **Printed materials:**

The Image Brochure and the project flyer were distributed by many partners at several conferences and events.

This document additionally covers the dissemination planning for the last two project month. The major event in this period will be the final event week which will take place in the last week of February. This will cover the project’s General Assembly, the 3<sup>rd</sup> EU Electromobility Stakeholder Forum and a special event for the political arena held at the European Environmental & Social Committee (EESC). Beside this we will be active also on the above described communication channels.

The participation level of the project partners in dissemination activities was quite good in 2014. We still have communication focus points in Spain, Ireland Denmark and Germany together with a strong presence in Brussels – like from the start of the project. This shows where the most active partners are located. But many other partners contributed to the dissemination success of our project.

## 2 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 are then implemented as examples in the 10 demo regions throughout Europe.

The 42 partners (same number as in the last report) in the project include industrial companies, automobile manufacturers, utilities, municipalities, universities, and technology and research institutions. They put into this project their expertise and experiences from many electromobility projects. Green eMotion is using this combined know-how to develop the following:

- Improvement in standardization for electromobility: highlighting the most urgent “new” needs and tackling them
- Development of a marketplace as common innovative service platform: Europe-wide roaming and other services connecting the electromobility market players
- Comprehensive studies on grid impact by EVs (harmonics, low voltage grid, reinforcement costs)
- Extensive amount of valuable electromobility data: use patterns, environmental impact (e.g. CO<sub>2</sub>)
- Evaluate appropriate business models for electromobility
- 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.
- Policies and Regulations for different levels in the administrative and political area.

To support the 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 EVs also between these areas (as we did with the Rally to Brussels). To achieve this goal, ICT solutions like the marketplace with its services (Clearing House, Search for EVSE, Load Management) were 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. Therefore Green eMotion together with many other market players started the “eMobility ICT Interoperability Innovation Group” (eMI3 group), which has now found its place within ERTICO. 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 EVs. 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. Or to use the words of the Commissioner of Transport, Siim Kallas (at the Rally to Brussels event, September 18, 2014): “That’s one of the reasons why Green eMotion is so important and the project a success. It brings together everyone involved –industry, manufacturers, cities, research institutions - so that we make sure



that the best solutions possible will be established in the European market. Its findings should be spread widely to help us build a common structure for e-mobility in Europe – and that, in turn, will go a long way in helping us become a global leader in this exciting new sector”. This only could be achieved with most of the Green eMotion partners contributing to the project’s communication activities.

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 telephone and net meetings. With participation rates of over 50 % at thus meetings the project partners showed a big interest in the dissemination activities.

This 4<sup>th</sup> issue of Deliverable D10.3 shows the communication results achieved in the 4<sup>th</sup> project year (2014) and gives an outlook on the activities planned for the last two months until the project end in February 2015.

## 3 General Communication topics

### 3.1 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.

Within the first two project years we have reached the main goal of the first two phases: Green eMotion was well known in the electromobility environment in Europe at this stage (with connections to USA and Asia). We changed during the project slightly the target group focus, putting the general public a little bit into the background and focusing on the electromobility savvy people. This was done primarily in our demo regions and with the selections of events we participated in.

In the 4<sup>th</sup> project year we were well under way within the third phase. We have implemented in our demo regions the major findings of the Green eMotion project. E:g. nearly all demo regions got connected to the Green eMotion marketplace. This was demonstrated with our Rally to Brussels where Commissioner of Transport, Siim Kallas; stated in his Keynote speech “I can only applaud the work being done (by Green eMotion) in the demonstration regions, represented here today, where all the different aspects of an interoperable system of electromobility are being studied”. With several publications and also via our Online channels we promoted the results of our project. With the well visited 2<sup>nd</sup> EU Electromobility Stakeholder Forum (hold together with the funded projects FREVUE and ZeEUS) we proofed that we are very well connected within the scientific and industrial electromobility community.

With more than 800 members of our Stakeholder Forum from nearly 400 companies and institutions 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 eMI3 Group – which was mainly initiated by the OEM partners in Green eMotion – we have implemented a working group to engage the stakeholders in topic specific groups and also to extend the reach of Green eMotion.

## 3.2 Key Results

In 2013 we came up with a description of our key results achieved so far in a very comprehensive form. This key result paper was used as input for presentation slides, conference contributions, defining the Stakeholder Forum agenda and several other communication activities. For the end of our project we have setup a new key result description as a short summary of the results achieved during the 4 years of project time.

To make the results more readable and targeted to different stakeholder groups, we defined 3 main groups for our key results. The short version can be found here, the full version is attached in Appendix 7.1:

### Social acceptance

- User Acceptance needs to be increased
- Infrastructure requirements depend on target group
- Convenience is important
- Environmental impact of EVs is mixed
- Fleets already show good TCO
- Recommendations for Policy Makers

### Freedom of movement

- Roaming at public charging infrastructure is mandatory prerequisite
- Agreement on European ICT architecture is the first step
- RFID cards are widely used to access charging infrastructure
- Use standardised interfaces e.g. for connecting chargers
- Recommendations for planners of public infrastructure

### Economic challenges

- Public charging is a difficult business case
- Cross-finance public charging with combined business cases
- Grid reinforcement costs can be reduced (D9.3)
- EVs improve integration of renewable energy sources (RES) (D9.2, 9.3 8.5)

## 4 Serving different Communication Channels

### 4.1 Press activities

Multipliers like press – here we address especially the trade press and online channels - are especially important for promoting the Green eMotion project and its image. With 4 press releases and several publications we had more visibility in the press than in previous years. Again we were able to place articles about our marketplace, general Green eMotion status updates and also our events (e.g. charge pole inauguration in Budapest and Electromobility Symposium in Athens) in the trade press.

Beside the conferences presentations (see Appendix 7.3) we placed several articles with status updates on the Green eMotion project, on ICT solutions for electromobility, standardization issues and our events in the demo regions (e.g. Spain, Ireland, Hungary, Greece, Germany, Denmark). A selection of this presentations and publications can be found on our Internet ([www.greenemotion-project.eu/-dissemination/publications.php](http://www.greenemotion-project.eu/-dissemination/publications.php)). Several partners again gave management interviews talking about Green eMotion beside their company topics.

With again 4 press releases we got mentioned in several press statements in 2014 (please see [www.greenemotion-project.eu/dissemination/press.php](http://www.greenemotion-project.eu/dissemination/press.php)):

- September 19, 2014 – **Green eMotion conference showcases an EU-wide interoperable electromobility system**: This press release reported about the very successful Rally to

Brussels event, the driving part but also the conference (see more details under [www.greenemotion-project.eu/news/archive/green-emotion-conference-showcases-an-eu-wide-interoperable-electromobility-system.php](http://www.greenemotion-project.eu/news/archive/green-emotion-conference-showcases-an-eu-wide-interoperable-electromobility-system.php)).

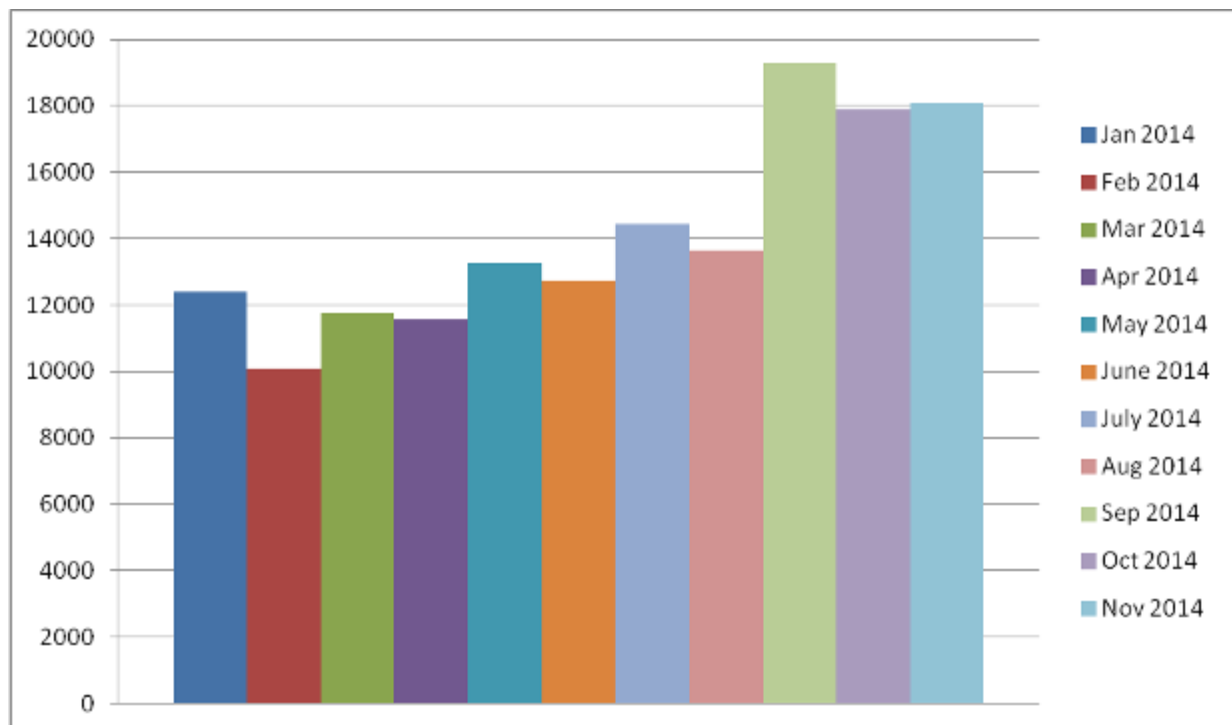
- June 20, 2014 – **Endesa prevents the emission of more than 3,000 tons of CO2 in seven years:** Endesa is referring to its Green eMotion work like eParking and Smart Grid integration.
- June 5, 2014 - **2nd European Electromobility Stakeholder Forum in Brussels:** Report on the successful Stakeholder Forum held together with FREVUE and ZeEUS
- March 27, 2014 - **New Green eMotion charging poles with dynamic Load Management tested successfully in Malaga:** City of Malaga, Endesa and Siemens describe the way how a DSO can set load limits to selected groups of charging poles.

Beside these central press activities several partners also used their company channels for global and local press work. Details can be found in the partner’s dissemination reports (see Appendix 7.3).

## 4.2 Online activities

To keep communication about Green eMotion to a broad audience ongoing and to distribute Green eMotion news and results the website [www.greenemotion-project.eu](http://www.greenemotion-project.eu) was started in March 2011. The project website plays a central role in the communication of Green eMotion. It got updated continuously with the project development.

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. Compared to the previous years, the statistics shows increasing access figures for 2014. The average number of visits per month increased to 14,098 (compared with 11,777 in 2013, 9,563 in 2012 and 7,968 in 2011). The graphic shows an increased interest before the June Stakeholder Forum and a really big step in visits for the Rally to Brussels event in September.



*Visits to the Green eMotion Internet pages 2014 on a monthly base*

The evaluation of the page access (table below) shows that of course the starting page (Home) has most of the visits. The sequence of the following pages is the same as last year with only slightly changed access figures. The increased number of visits is therefore based on very dedicated access to certain pages, like deliverables, news or publications.

Page Name	Visits per month (average)
Home	7.898
Stakeholder Forum	938
About Us	819
Partners	636
News	570
Work Packages	439
Dissemination	435

***Most visited Green eMotion Internet pages (January – November 2014)***

According to the available statistics Deliverable 4.2 about grid supporting opportunities of EVs was downloaded most often. It is followed by WP3 deliverables on topics around the Green eMotion marketplace and its services.

Deliverable Name	Downloads
D4.2_Recommendations_on_grid-supporting_opportunities_of_EVs	<b>1343</b>
D3_1-Business-Analysis	<b>960</b>
D3_3-Business-Services-Use-Cases-and-Requirements	<b>490</b>
D3_5-Core-services-and-transaction-design-specifications-Release-1-	<b>241</b>
D2_1-Visions-and-Strategies	<b>131</b>

***Hit list of deliverable downloads (January – November 2014)***

In the Green eMotion Internet a contact page is integrated. In average we got an increased number with 4-5 requests per week via this channel. There Spam – like Chinese manufacturers offering their services – are already neglected. The major topics are nearly the same than last year:

- Information requests about Green eMotion
- General support on contacts or figures about electromobility
- Other funded projects asking for Green eMotion presentations or project information.
- Job requests

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

In 2012 we launched Green eMotion on Wikipedia in seven languages: English, German, French, Netherlands, Spanish, Danish and Italian. These pages got updated in 2014. It was again neglected by the administrator to place the partner names and logos there.

The News section on the Green eMotion Internet developed quite well in 2014. We still did not get to 2 News per month, but the number was significantly increasing. Main News topics were event announcements. But we also had event reports, deliverable submissions and demo region topics published as News on the Green eMotion Internet.

The screenshot displays the Green eMotion News center website. At the top, there is a navigation bar with links: Home, About us, Partners, Work packages, Stakeholder forum, News (highlighted), Dissemination, and Contact. Below the navigation bar is a large banner image of a hand holding a green pen. The main content area is a grid of news articles, each with a date, title, and a 'Read more' button. The sidebar on the right contains sections for 'Our partners' (listing ERMEDIA, AFH, RWE, and Verbund), 'Find charging stations in Europe', 'Search for charging stations', 'Web based public education', 'Educational Website', and 'The electromobility glossary'.

**Example from the Green eMotion News center**

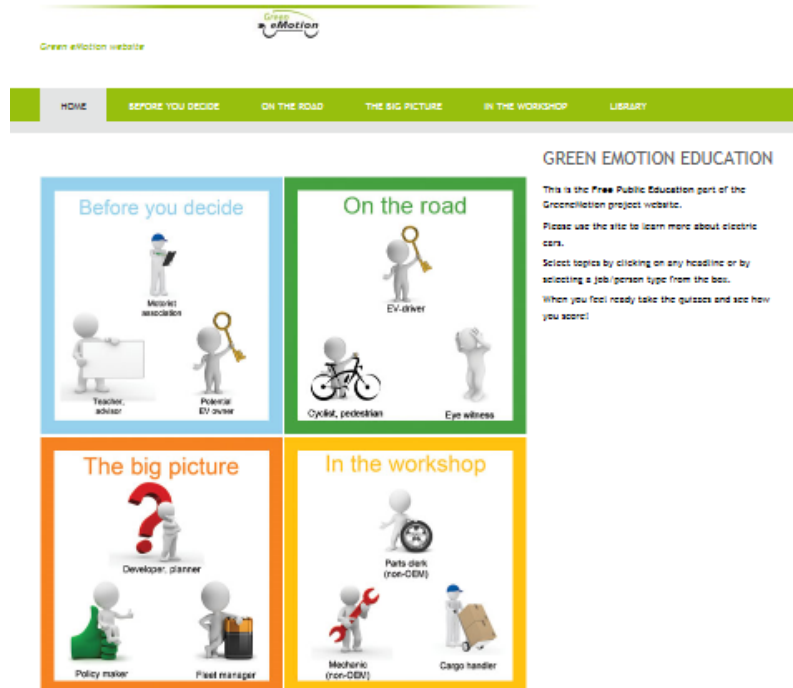
### 4.3 Multimedia

The multimedia tool as described in the last two issues of D10.3 was not further developed. WP10 leader was not able to find enough interested partners to provide statements on our project. The available film was placed on the homepage of the Green eMotion Internet and also used on several conferences and exhibitions.



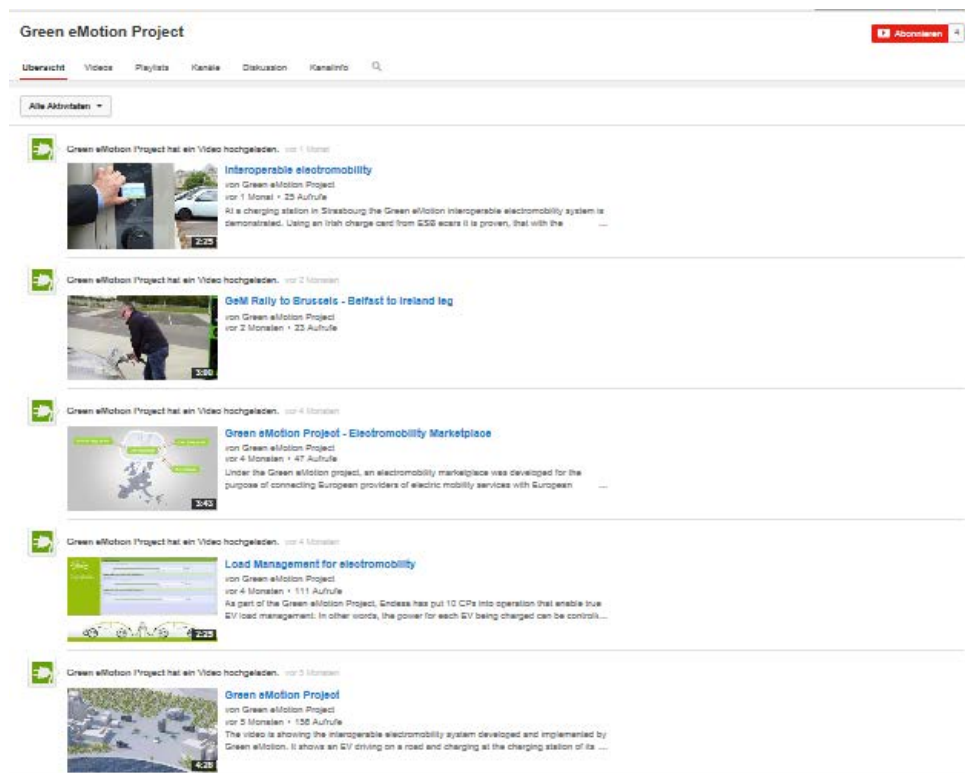
**Multimedia Tool integrated into the homepage of the Green eMotion Internet.**

Another Online tool was created within Task 10.5. The main deliverables are a Web Based Public Education Program accompanied by a Guideline Handbook. This tool addresses the basic education and training needs for different professionals in connection with EV deployment. It brings together the most important information about EVs to the relevant professionals in a very attractive form. For more details references to the Green eMotion project website are used. The website can be found at <http://education.greenemotion-project.eu>, the description in Deliverable D10.6. The material is available in English, French and German.



**Educational website addressing different stakeholder groups, available on the Green eMotion Internet.**

With the Green eMotion film, the videos from the educational website, a marketplace video from IBM and other materials from the demo regions a Green eMotion channel was setup on YouTube.



**Green eMotion YouTube channel**

## 4.4 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 and got updated in 2014. One set is in Brussels and a second one is distributed out of Germany to interested partners. The pdf data are available on the internal website (Marketing Materials/Events) for reproduction by partners locally. Partners can design their own Green eMotion communication materials for events based on these design examples. Also the Design Guidelines (see D10.1 or Appendix 7.5) have detailed information for creating event specific materials. If in doubt, please consult WP10 for further discussion.



**Green eMotion roll-ups**

The major event for Green eMotion in the third project year was our Rally to Brussels. Since there was little time to hold another GeM event in 2014 and also ensure new content and a large attendance, we used the Rally to Brussels also as the 9th Green eMotion Stakeholder Forum meeting. For this event Green eMotion organized its first electric vehicle rally from the Green eMotion demonstration regions to Brussels. Five teams – EdF (Strasbourg), ESB (Belfast), RSE (Milano), TÜV Nord (Hanover), and Verbund (Vienna) – drove with electric vehicles to Brussels using different charging stations along the way.

The tour culminated in a high-level conference with Vice President of the European Commission and Commissioner for Transport Siim Kallas. A parallel interoperability demonstration showed that the marketplace developed within the project now allows Europe-wide access to charging infrastructure.

Following the keynote speech by Vice President Kallas on the future of electromobility in Europe and the perspective of the electricity industry presented by EURELECTRIC Secretary General Hans ten Berge, Green eMotion representatives from partners Enel, IBM, and RSE explained some of the project's successes. These included the demonstration of a truly interoperable electromobility system,



the creation of a marketplace for roaming throughout Europe, and the work performed on standardization.

More Green eMotion research areas addressed by speakers in the conference included the effect of electric vehicles on the power system (Imperial College), sustainable business models for electromobility (Tecnalia), increasing the acceptance of electric cars (DTU), and evaluating and influencing their range (DTI).

"Green eMotion has achieved major milestones during the 3.5 years of project work to enable the mass market rollout of electromobility: a prototype implementation of a truly scalable open ICT system to enable Europe-wide access to charging infrastructure, the development of the necessary standards for electromobility and a roadmap for future standardization work, and detailed technical work – from grid impact studies to the evaluation of electric vehicles under real-life conditions – as well as the preparation of guidelines and policies," said Dr. Heike Barlag, Siemens AG, the Green eMotion project coordinator.

See here some impressions from the conference:



Commissioner Siim Kallas arriving at the interoperability demo



Welcome by Heike Barlag, keynotes by Siim Kallas and Hans ten Berge



More details e.g. the conference agenda can be found in Appendix 7.2 or under [www.greenemotion-project.eu/news/archive/green-emotion-conference-showcases-an-eu-wide-interoperable-electromobility-system.php](http://www.greenemotion-project.eu/news/archive/green-emotion-conference-showcases-an-eu-wide-interoperable-electromobility-system.php).

In a second highlight of the event, Green eMotion partners demonstrated their developed interoperability solution with electric vehicles and charging infrastructure from different operators throughout Europe. The charging infrastructure for the demonstration was provided by EDF, Endesa, Enel, ESB, Iberdrola, and RWE. The demonstration showed how users can easily charge their electric cars independent of their local infrastructure operators. This is made possible by the Green eMotion marketplace platform provided by IBM, an open ICT infrastructure developed by the project that includes a clearinghouse service from SAP for roaming. This marketplace was also used during the Rally to Brussels when the teams charged with their own user IDs at the charging stations of other project partners. The teams drove long distances to Brussels: more than 1,200 kilometers from Vienna in an Opel Ampera, over 1,100 kilometers from Milano in a BMW i3, more than 600 kilometers from Belfast in a Nissan Leaf, and nearly 600 kilometers from Hanover in a Renault Zoe. The driving experience was really great for most of the teams, but it showed that there is still room for improving the European charging infrastructure, the accessibility of the charge points, and the signage at the charging locations.



The driving teams also posted fun tweets about the event:



<https://twitter.com/search?q=%23GeMrally&src=tyah>

In 2014 Green eMotion again was represented within a partner's booth or some project specific presentations in well more than 70 conferences and trade shows (see full list in appendix 7.3). 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.

The latest status of conference planning for the last months of the project is shown here:

Status	Event	Date	Location	Organizer	What's done	Participant
	Transportation Research Board Conference	Jan. 11-15, 2015	Washington DC, USA	TRB	Presentation	TCD
	Green eMotion test drive	Jan/Feb 2015	Cork, Ireland	ESB	eCars	ESB, City of Cork
	Distributech 2015	Feb. 3-5, 2015	San Diego, USA	Pennwell	Booth presentation	IBM
	X Conference Spanish Association for Energy Economics	Feb. 5-6, 2015	Santa Cruz, Spain	AEEE	Presentation	IREC
	Green eMotion regional result presentation	Feb. 6, 2015	Budapest, Hungary	Green eMotion	GeM Event	GeM partners
	Green eMotion regional result presentation	Feb. 10, 2015	Liepaja, Latvia	Green eMotion	GeM Event	GeM partners
	Green eMotion regional result presentation	Feb. 17, 2015	Stockholm, Sweden	Green eMotion	GeM Event	GeM partners
	Green eMotion closing event	Feb. 24, 2015	Brussels, Belgium	Green eMotion	GeM Event	All GeM partners
	Green eMotion Result Presentation for politicians and administration	Feb. 25, 2015	Brussels, Belgium EESC	Green eMotion	GeM Event	GeM
	3 <sup>rd</sup> EU Electromobility Stakeholder Forum (10 <sup>th</sup> Stakeholder Forum)	Feb. 25-26, 2015	Brussels, Belgium	Green eMotion, FREVUE, ZeEUS	Conference	ESB, Eurlectric, other partners
	EVS28	May 3-6, 2015	Goyang, South Korea	WEVA, EDTA	Presentation	Tecnalia

 confirmed

 planned

### ***Event and conference participation list – planning 2015***

## **4.5 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.

Based on the layout rules described in Deliverable 10.1 (and also in the first issue of Deliverable 10.3) a brochure was produced with main focus on the Green eMotion demo regions. Also a Spanish version is

available. Printed copies can be send out by WP10 leader. 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](http://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 15.000 copies of this flyer.



**Green eMotion project flyer**

## 5 External Stakeholder Forum

The purpose of the Green eMotion External Stakeholder Forum (GeMs Forum) is to increase knowledge sharing between the Green eMotion project and its stakeholders. These include municipalities, governments, industry, utilities, OEMs, private businesses and universities. The objective is to inform stakeholders as well as raise awareness of the findings and knowledge gained through the project. It also seeks to gather information and feedback to further enhance the work being done, in order to make mass market adoption of electric vehicles a reality in Europe through the Green eMotion Project.

This report outlines the main activities of the Green eMotion External Stakeholder Forum in thy 4<sup>th</sup> year of the project from February 2014 – December 2014. It does not cover the last two months of the project including the final Stakeholder Event, as it will take place on the last week of the project. There will not be sufficient time in order to write the report and analyse feedback etc.

This deliverable describes the events, communication activities and on-line measures for this task in 2014, as well as a brief overview of the progress being made towards the final event in 2015. The majority of this report will deal with the 2<sup>nd</sup> EU Electromobility Forum which was held in June 2014 with two other EU funded projects FREVUE and ZeEUS. It will give a brief overview of the planning process, the agenda and feedback.

Due to the number of Green eMotion and other electromobility events in 2014, it was decided to hold only one main External Stakeholder Forum in Brussels in June. This was the 2nd EU Electromobility Stakeholder Forum hold together with the EU funded projects FREVUE and ZeEUS. For Green eMotion this was already the 8th Stakeholder Forum. Since there was little time to hold another GeM event and also ensure new content and a large attendance, we used the Rally to Brussels as the 9th Green eMotion Stakeholder Forum meeting.

### ***Brussels, June 4 and 5, 2014***

Due to the success of the previous year's event in Brussels (which was hosted together with one other EU funded project FREVUE, and renamed the EU Electromobility Stakeholder Forum) it was decided to repeat this event format in Brussels in 2014 with the addition of ZeEUS, an EU funded project focusing on electric buses. The proposal is for both FREVUE and ZeEUS to continue the forum once Green eMotion finishes in February 2015 in order to disseminate the results of their projects and build on the foundations of the GeMs Forum. The forum was held in Brussels on June 4th and 5th at the Diamont Conference and Business Centre.

The event proved to be very successful with over 160 people in attendance over two days. The surveys taken during the event were generally very positive which you will see further down in this document.

### ***Brussels, September 18, 2014***

Green eMotion, organized its first electric vehicle rally from the Green eMotion demonstration regions to Brussels. Five teams – EdF (Strasbourg), ESB (Belfast), RSE (Milano), TÜV Nord (Hanover), and Verbund (Vienna) – drove with electric vehicles to Brussels using different charging stations along the way.

The tour culminated in a high-level conference with Vice President of the European Commission and Commissioner for Transport Siim Kallas. The conference presented the latest project results like the demonstration of a truly interoperable electromobility system, the creation of a marketplace for roaming throughout Europe, the work performed on standardization as well as other topics. A parallel interoperability demonstration showed that the marketplace developed within the project now allows Europe-wide access to charging infrastructure.

More details on the development of the Stakeholder Forum activities in 2014 can be found in the already existing deliverable D10.5\_4 (only for project and EC accessible).

## 6 Conclusion and Outlook

Green eMotion dissemination activities made again good progress within the 4<sup>th</sup> project year. As mentioned above, we reached the goal of our 3<sup>rd</sup> project phase and proved that we are very well connected within the scientific and industrial electromobility community. We changed during the project slightly the target group focus, putting the general public a little bit into the background and focusing on the electromobility savvy people. This was done primarily in our demo regions and with the selections of events we participated in.

The feedback e.g. at eCarTec in Munich (and many other occasions) showed, that Green eMotion is well known in the electromobility circles. Due to the communication activities of the German partners, also the national electromobility showcase projects got well aware of Green eMotion. This connection between Green eMotion and national funded projects happened also in many other countries (e.g. Ireland, Denmark, Spain). At our events we had a lot of high level politicians, which shows the interest of the political sector in Europe for electromobility. For example we had 3 deputy ministers at our charge pole inauguration in Budapest in March and at the electromobility symposium in Athens in September we had the Greek Energy Minister, 2 majors (Athens & Kozani) and many other politicians speaking and discussing about electromobility. Also the Events in Brussels (see Appendix 7.3) offered many possibilities for interested EC employees and politicians to update their knowledge on electromobility. Where we might had not so big success in reaching our target groups is the municipal level. The cities within the Green eMotion project did a good communication job, like Malaga with the GreenCities Expo and many other local events. But we saw also that it is sometimes difficult to get the budget for travelling and the different departments of the municipalities are not necessarily well connected.

With addressing the different communication channels we were really successful in 2014:

### **Press:**

With 4 press releases and several publications we had more visibility in the press than in previous years. Again we were able to place articles about our marketplace, general Green eMotion status updates and also our events (e.g. charge pole inauguration in Budapest and Electromobility Symposium in Athens) in the trade press.

### **Online:**

The dissemination pages on the Green eMotion Internet were updated regularly (deliverables, publications, press, events). And we generated more News than all the years before. Over all the interest in our web pages increased again in 2014 (monthly visits doubled compared to 2011).

### **Multimedia:**

We started to use the Green eMotion film at EVS27 in fall 2013. This film was integrated into the Green eMotion Internet and used at many events. With these film and others from IBM, DTI and other partners we setup a Green eMotion YouTube channel. Also the web based education tool for different electromobility stakeholders was very well received. Details can be found in deliverable D10.6 "Guideline handbook for web based education of different professionals handling EVs".

### **Events and conferences:**

The highlight in this communication area was our Rally to Brussels on September 18, 2014. Green eMotion partners drove from 5 European cities into Brussels. The arrival was celebrated with a high level Green eMotion conference opened by Siim Kallas, Vice President of the Commission and Commissioner for Transport.

Together with FREVUE and ZeEUS we held a very successful second "European Electromobility Stakeholder Forum" in Brussels in June 2014. We will continue this format at the last Stakeholder Forum with Green eMotion participation in February 2015.

For the remaining two months of the project again a lot of dissemination activities are in preparation. The ExecBoard decided in September to hold 3 additional Green eMotion conferences in regions where we were not so active in the 4 project years. So decision fell on the following cities:

- February 6, Budapest, Hungary (organised by Elmü)
- February 10, Liepāja, Latvia (organised by Ashley Abraham and ESB)
- February 17, Stockholm, Sweden (organised by the City of Stockholm and DTI)

In all cities we will have a major involvement of local politicians (national and municipal level). The agenda topics chosen cover the main fields of Green eMotion:

- Interoperable electromobility system
- Standardization issues solved by Green eMotion (as well as the roadmap for follow up projects)
- Demo region experience – how can the Green eMotion results be replicated
- Data collection and evaluation - lessons learnt within the Green eMotion project
- EV impact on the power system

These regional conferences will help us to spread the results of Green eMotion around in Europe.

The last official project week end of February 2015 will see the Green eMotion final event week. We will start with a General Assembly, a project internal meeting for closing the project on Tuesday, February 24. In the morning of February 25 we will hold an event especially for people from the administrative and the political sectors. So the target groups are the municipalities, regional and national authorities up to the EC as well as the political environment in Brussels. We are close to get 2 MEPs participating in this event. The draft agenda you can see below.

### **Session 1: 9:00 to 10:30**

**Welcome** Henri Malosse, EESC President

**Keynote** MEP

#### **Paving the way to an interoperable electromobility system - Green eMotion Results**

Heike Barlag, Siemens

#### **Round Table on electromobility in the EU – status & challenges**

(Moderator: Stéphane Buffetaut, President of the TEN section, EESC)

- |  |                               |
|--|-------------------------------|
| ▪ Green eMotion                                | Heike Barlag, Siemens         |
| ▪ City experience in the Green eMotion project | Jaime Briales, City of Malaga |
| ▪ Requirements from a regional point of view   | Regional representative       |
| ▪ Policy framework                             | MEP                           |

#### **Coffee Break**

#### **Session2: 11:00 to 12:00: Policies & regulations – the Green eMotion recommendations**

- |   |                          |
|---|--------------------------|
| ▪ Electromobility best practice (incl. SUMPS)             | Gabriela Barrera, Polis  |
| ▪ How to increase EV users acceptance                     | Margaret O'Mahony, TCD   |
| ▪ Social & economic impact of broad rollout of e-mobility | David Newberry, Imperial |
| ▪ Electromobility best practice policy guidance           | Koen Straver, ECN        |

#### ▪ ***Agenda of the Green eMotion event at the EESC***

The last point in this week will be the 3<sup>rd</sup> European Electromobility Stakeholder Forum. It will be again hold together with FREVUE and ZeEUS, the funded projects on urban freight and electrical buses. Since the workshop format worked well the last times, we will again use it for this event. Green eMotion will have a dedicated session at the Stakeholder Forum to present its results.

Green eMotion tries to make sure that the project results are accessible even after the project end. So the plan is to move the Green eMotion Internet to one of the technical institutes after the project end, where it will be available to public access. This means that all deliverables and other online materials can be downloaded for the time being. Also a result booklet talking about the major Green eMotion findings is under preparation.

## **7 Appendix**

### **7.1 Key results for project final events**

#### **7.1.1 Social Acceptance**

##### **User Acceptance needs to be increased**

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 EVs. If consumers get a chance to experience the advantages of electromobility – nearly no noise, no local emissions, great driving pleasure – they will start themselves to think about an EV. eCar sharing and electric buses for public transport gives driving opportunities without the need to purchase the EV.

Customers are particularly sensitive to the purchase price of the EV. Even with the total cost of ownership being competitive to an ICE vehicle they will often prefer the ICE car, which they are used to. Incentives for reduction of the price like direct purchase incentives or sales tax reduction are effective measures. Smaller cars at acceptable costs are needed to get to the uptake of electromobility in Europe.

The driving range is seen as the second most important attribute despite the fact that most of the trip lengths are quite well in the range of an EV. The so called range anxiety can be encountered by simply more driving experience to increase the knowledge about the fit of daily needs and by combined offers for EVs with the option to rent an ICE vehicle for special purposes.

Measurements with EVs from several manufacturers revealed that state to the art electric vehicles offers good consumer convenience, but that the driving range is strongly dependent on user behaviour and climatic conditions. An aggressive driving style, meaning high speeds and fast acceleration/decelerations, will increase the consumption significantly. The electric vehicles as of today are safe. And in contrast to some public statements in the past, fast charging does not seem to negatively affect the battery. Proper information and education of drivers is requested here. (D6.2)

##### **Infrastructure requirements depend on target group**

Prerequisite for consumer acceptance is the availability of sufficient charging infrastructure. Most of the EV drivers prefer to charge their EV at home if and whenever possible. Therefore it is very important to support the installation of home chargers where feasible. EV ready buildings are a good way to ensure that new buildings are prepared for a later installation of chargers at low costs. Yet, there are many car users that do not have the opportunity for installing a home charger. For this target group street side chargers can be an alternative. The question who will want to operate these chargers is still open.

However, even with the possibility for home charging commuters will use public chargers for their travel purposes. The analyses of charging pattern showed that EV driver will require fast chargers along highways and also on their commuting route. Chargers provided by the employer might be a good complement.

##### **Convenience is important**

Consumers will be more prone to accept electromobility if convenience is comparable or even better than with using ICE vehicles. Therefore it is important that finding and accessing a suitable public charger is easy, e.g. by using a smart phone app. This application must show not only the public chargers operated by one company, but all public chargers. Also the actual availability/status information of the chargers and the opportunity of reservation will be desirable information.

In public transport we see generally the trend to switch from payment by cards of any type to mobile phone applications. Such an app was developed and tested in several demo regions. Feedback from test users indicates a good usability with several advantages compared to physical means like a RFID card.



An option with no authentication by the user but rather by the EV was tested with the so called “plug&charge” system. In the demo region Berlin, EVs and charging stations were equipped in a way that, simply by plugging them in, the authentication will automatically be done (according to IEC 15118). EV drivers gave very positive feedback and this might be the most convenient way of starting a charging process.

After authentication to get access to the charging infrastructure, the process of charging itself needs to be handled. The most common way is to either draw a cable from the trunk or in case of DC fast charging to plug in the cable coming with the charger. In both cases the user needs to handle a more or less heavy cable which also might be dirty from prior usage. An alternative is the wireless inductive charging. By positioning the EV above a dedicated spot on the ground the EV can be charged without physical connection to the charger. The advantages for the EV driver are obvious. A limitation of this technology is the maximum power that can be transmitted with the actual technology.

### **Environmental impact of EVs is mixed**

The low noise level and the local zero emission are good arguments for buying an EV. EVs were found to be more environmentally friendly than ICE vehicles for a majority of impact categories, in particular those with global effects like global warming potential. As more renewable generation as better the environmental balance of an EV! With the current European energy mix the CO<sub>2</sub> balance of an EV is better than an ICE-car.

On the other hand, in certain impact categories occurring at a more local scale, e.g. acidification, EVs show a higher impact than ICE vehicles, predominantly because of the battery manufacturing process. The expansion of renewable and other low-carbon electricity generation, as well as the development of more environmentally friendly batteries, is necessary for the future acceptance of electromobility.

### **Fleets already show good TCO**

Important potential EV customers beside private users are operators of fleets, e.g. for car sharing purposes, delivery of goods, for business travel of the employees, taxi services. For this target group the total cost of ownership (TCO) is more relevant than the purchase price alone. It was shown that in several country specific cases, EVs are cost competitive already today, e.g. taxi fleet in Ireland. In general: Driving a large number of km (at reasonable distances), as done in a lot of fleets, increases the economical advantage of e-cars.

### **Recommendations for Policy Makers**

Both, private customers and fleet operators will require a coherent mobility plan of the cities that considers the mobility needs of all stakeholders. The following main recommendations for policy makers were identified:

- Make a stepwise approach & plan as described in EU guidance document on Developing and implementing a Sustainable Urban Mobility Plan, [www.mobilityplans.eu](http://www.mobilityplans.eu) and by IEA in <http://www.iea.org/publications/freepublications/publication/name,39940,en.html>
- Standardize and optimize work processes like permits and licenses for building activities, parking and charging spots and other electromobility services. Those need to be maximal ‘user friendly’ to reduce hurdles.
- Organize local exchange platforms for stakeholders. Those will help with developing a joint vision and plan, to identify barriers, create awareness and engagement, progress and barriers.
- Increase the demand of EVSE by stimulating private initiative with subsidies and a well-defined market regulation to boost the investments and creating demand in municipalities.
- While giving licenses to EV sharing companies, those might be obliged to open parts of their installation for private users.
- Gain knowledge by monitoring the progress of number of charging poles and EVs

To get the mass market for electromobility really starting, a common approach to steer this topic is necessary over all levels of authorities and politics (EU/national/municipality). The concepts and strategies have to fit together from the city level up to the European institutions. We need EV taskforces on all levels, which are working close together all in the same direction. EC has started with the CPT directive. National governments should support electromobility by adapting national law, to enable local regulations like free parking for EVs or to give direct financial support, e.g. in the form of special taxation. Municipalities have to setup EV friendly regulations and give consumers the possibility to experience EVs to get electromobility on the road. Also the easy installation of home chargers in multi-family houses and the provision of charging services from employers to their employees might require changes in national law depending on the country.

## 7.1.2 Freedom of Movement

### **Roaming at public charging infrastructure is mandatory prerequisite**

The open access to all existing public charging infrastructure is a mandatory prerequisite for the mass market roll-out of electromobility. Therefore we need a system that allows roaming between all partners, meaning that EV drivers can use public charging infrastructure independent from by whom it is owned or operated. The goal is a situation comparable with that in the mobile phone market where also the customer can use his mobile phone everywhere.

### **Agreement on European ICT architecture is the first step**

A basic step was the definition of actors and roles, the business processes and a suitable ICT architecture. All business partners in the field of electromobility must have the same understanding of the market processes and follow the same standards. Therefore Green eMotion initiated with many other market players the “eMI3” Group (40 participants covering Asia, Europe, America) to define industry standards for interfaces and unique identifiers for contracts and charging stations for a smooth communication between all the different electromobility ICT systems (for more information see [www.eMI3group.com](http://www.eMI3group.com)).

As an example and to show the functionality of the ICT architecture Green eMotion implemented the Green eMotion marketplace (as a non commercial pilot system). As central B2B platform it connects wide parts of Europe enabling access to the electromobility market for users and service providers. By using the service “Clearing House” customers get easy access to charging infrastructure independently from the equipment operator. Service providers can offer their services to all market participants. The viability of this solution was demonstrated during the Rally to Brussels where teams from several European partners drove to Brussels using charging infrastructure from other partners on their way (see Deliverable 10.3.4). A finding was that the system response times need to be acceptable for the user and therefore carefully to be checked.

Even with several marketplaces respective roaming platforms in the European market, a full interoperable system can be achieved by connecting the ICT platforms. Green eMotion has demonstrated the connection of the Green eMotion marketplace with the CROME roaming platform.

It was shown that the open ICT system architecture and the standardized interfaces and business objects enable all market participants to develop and offer the services in accordance with their own business models. If other marketplace operators follow the published IT architecture, offering of services on different systems is enabled leading to an enhanced competition (see Deliverable 3.2 and 3.9).

### **RFID cards are widely used to access charging infrastructure**

Learning from real life tests was that the usage of RFID cards for authentication of the EV driver is very convenient but has many obstacles. Due to different sub standards used in Europe the interoperability is limited and in general the usage of the UID of the RFID card is not an appropriate solution as it is no real unique identifier.

Therefore Green eMotion has defined the globally unique contract identifier (EVCO-ID) which fits the needs for roaming much better. It is easy to derive the correct service provider from the EVCO-ID in order to identify the correct business partner. The EVCO-ID is not limited to RFID cards. It can be used for other access methodologies like App or Plug&Charge. Together with eMI3 a standard for usage of the EVCO-ID for contactless authentication (IEC 62831) is on the way.

When installing charging infrastructure today operators should take care to install multiscard readers that allow processing of different types of cards. In order to be prepared for the future those readers should also be able to read out the secure data space where according to IEC 62831 all necessary data for roaming will be stored.

### **Use standardized interfaces e.g. for connecting chargers**

Another important standard, not from a driver perspective but from an operator point of view, is the interface between chargers and the charge management software (CMS) of the operator. Only if this interface is standardized it will be possible to connect chargers from different manufacturers to the same CMS and enable the operator to buy based on best value for money. In cooperation with eMI3 a standard for the interface between charger and CMS is under development, see also D7.8 and public summary of D7.9. Operators should be careful to check the situation regarding this interface before purchasing ICT or charging stations.

Also the connection from the CMS to a roaming platform, to support e.g. identification processes or forwarding of the Service detail record, should be standardized. Within eMI3 suggestions for standardized interfaces will be defined.

Green eMotion is proposing a "Roadmap towards interoperability" focused on missing standards and, in particular, on communication interfaces. The Roadmap, presented in the report D7.8, considers 5 time steps (from 2015 to 2025) and 13 main targets distributed among them. The effort is to start ensuring an easy and "universal" charging to drivers, thanks to a definitive physical interoperability (plugs/sockets) and to concrete choices towards roaming features (identification, authorization, IT interfaces), and then work to progressively include e-mobility in the wider concepts of smart grids, through smart charging and reverse flow solutions.

### **Recommendations for planners of public infrastructure**

The approach taken by the planner will differ depending on what type of body is responsible. Municipalities will be less interested in inter-urban travel compared to regional authorities. DSOs will choose sites based on minimal amount of network reinforcement and may have regulated asset funding. Private companies will be looking for short-term revenue streams. In general it can be recommended:

- Identify the target group, e.g. private drivers like commuter, city/rural residents or company fleet drivers, eCar sharing user, etc..
- Analyze their travel and parking behavior, including the opportunity for home charging.
- Identify the charging service they need, e.g. fast charging at highways, public charging spot for street parking, traffic hot spot charging at place of interest (see also D9.7).
- Analyze the business case for the different charging services
- Choose location and technology (fast or normal AC, DC, inductive) based on business case and charging service. Consider also the local grid capability that will influence the grid connection costs. (ITRES tool, D4.3, 8.4)
- Remembered that a charging station is both a mechanical and electrical component and a civil construction. Refer to all devoted electric, mechanical and building standards. In particular, a special attention should be paid to safety aspects, given the direct contact of the equipment with a public of non-expert users and possible accidental interactions with critical subjects (e.g. children). For more details see D7.8 chapter 7.

- E-mobility processes, e.g. charging of EV, will need the implementation of an ICT infrastructure (CMS), GSM network and integration in existing ICT applications (e.g. accounting systems or web-portals)
- Develop a marketing and dissemination strategy
- Collect data about usage pattern of your infrastructure for further optimization of the services

### 7.1.3 Economic Challenges

#### Public charging is a difficult business case

The Green eMotion deliverable D9.4 “Envisaged EU mobility models, role of involved entities, and Cost Benefit Analysis” analysis the business models for public charging infrastructure. The results lead to the conclusion that the business case of public charging as standalone business can only be profitable within such mid-term business scenario in case of highly frequented charging stations. Hence, the charging stations need to be located at points of interest, so that people are willing to pay for the usage and usage time is short enough to allow for several charging events per day.

#### Cross-finance public charging with combined business cases

An option to improve the business case of public charging is the combination of different businesses. Examples are advertising, parking in a parking lot, or to use the charging to attract people for other services like shopping, cinema, eat & drink etc. First cooperation models were tested in Austria (D8.5).

#### Grid reinforcement costs can be reduced

Measurements at installed charging infrastructure revealed no relevant power quality issues. However, the available/necessary grid connection capacity is a main cost driver.

Congestion in low voltage lines from a multitude of charging EVs might occur in the nearer future. Especially for home charging and employer charging most customers will start charging in the same time frame and therefore cause a high peak demand. The so called smart charging controls the charging process in a way that such a peak is avoided. With time dependent power tariffs, user can be motivated to accept smart charging.

An option for regulating the power demand from the grid resulting from a group of jointly controlled chargers is load management. On a local level it can be used to reduce the necessary grid tie capacity and therefore save grid reinforcement cost. The load management demonstrated in Malaga showed that under consideration of customer needs and by applying different customer profiles like “Gold” or “Basic” the maximum requested energy could be limited to a preset value.

In some cases it might be necessary to implement a buffer battery. In that way the grid tie can be much weaker while maintain full customer service capabilities. A lab simulation showed the potential of this solution. Yet, a real life demonstration in Malaga also revealed the issues evolving from the installation of a medium sized Li-Ion battery. The regulatory situation is complicated and requires a long legalization process.

#### EVs improve integration of renewable energy sources (RES)

Smart EV management approaches like load management also have the potential to deliver considerable reductions in curtailment of intermittent renewable output such as solar and wind. By aggregating and controlling the power demand for so called “load areas” the DSO is able to control the power demand from his distribution network. With a high number of EVs connected to the grid this might become an important feature to prevent curtailment of RES or the need to activate reserve power production. Both will contribute to relevant CO<sub>2</sub> savings.

However, the results of simulation performed for the demo regions Italy and Greece brought out that with the communication and control possibilities that is most common at the moment a real power



balancing is not possible. Due to the limitations of the EV interface – using PWM signaling based on 61851 - it cannot be guaranteed that the EVs really draw a certain amount of energy per time interval. Only with communication capabilities as with the EV interface protocol ISO/IEC 15118 it will be possible to negotiate so called charge plans between the EV and the infrastructure. Once the implementation of ISO/IEC 15118 communication is available at the majority of EVs and EVSEs load management can bring even more benefit to the grid integration.

## 7.2 Rally to Brussels

Green eMotion organized the first electric vehicle rally from the Green eMotion demonstration regions to Brussels. Five teams – EdF (Strasbourg), ESB (Belfast), RSE (Milano), TÜV Nord (Hanover), and Verbund (Vienna) – drove electric vehicles to Brussels using different charging stations along the way.

The tour culminated in a high-level conference with Vice President of the European Commission and Commissioner for Transport Siim Kallas. A parallel interoperability demonstration showed that the marketplace developed within the project now allows Europe-wide access to charging infrastructure.

Agenda of the conference:

Until noon	Arrival of electric cars at the Courtyard hotel
12:00	Registration & Sandwich Lunch
13:00-13:30	Welcome & Visit to the Interoperability Demo with charging stations and Electric Vehicles on Display
13:30	Keynote Speech “Future of Electromobility in Europe” Siim KALLAS, Vice-President of the European Commission and Commissioner for Transport
13:40	Electricity Industries View on Electromobility Hans ten BERGE, Secretary General of EURELECTRIC
13:45	Demonstrating a Real Interoperable Electromobility System Federico CALENO, New Network Technologies – Business Development, ENEL
14:00	The Green eMotion Marketplace – a Scalable Electromobility Solution for Roaming and More in Europe Isabella CHIODI, VP European Union, IBM
14:15	Standardisation – Prerequisite for Interoperability Michele de NIGRIS, Director - Dpt T&D Technologies, RSE
14:30	Round Table for Q&A on the Interoperable Electromobility System Moderator: Susanne NIES; Head of DSO Unit, EURELECTRIC
15:00-15:30	Coffee Break
15:30	How do EVs affect the grid? Goran STRBAC; Professor in Electrical Energy Systems, Imperial College, London
15:45	The Way to Sustainable Business Models for Electromobility Luis PEDROSA; Director - Division of Ener & Envi, Tecnalia
16:00	How to Increase the Acceptance of EVs Elisabetta CHERCHI; Associate Professor, DTU
16:15	Evaluating and Influencing the Range of an EV Lars OVERGAARD; Program Manager Sustainable Transport, DTI
16:30	Green eMotion leading the way to an Interoperable Electromobility Framework for Europe Heike BARLAG; GreeneMotion Project Coordinator, Siemens AG
17:00-19:00	Cocktail Reception

In a second highlight of the event, Green eMotion partners demonstrated their developed interoperability solution with electric vehicles and charging infrastructure from different operators throughout Europe. The charging infrastructure for the demonstration was provided by EDF, Endesa, Enel, ESB, Iberdrola, and RWE. The demonstration showed how users can easily charge their electric cars independent of their local infrastructure operators. This is made possible by the Green eMotion marketplace platform provided by IBM, an open ICT infrastructure developed by the project that includes a clearinghouse service from SAP for roaming. This marketplace was also used during the



Rally to Brussels when the teams charged with their own user IDs at the charging stations of other project partners. The teams drove long distances to Brussels: more than 1,200 kilometers from Vienna in an Opel Ampera, over 1,100 kilometers from Milano in a BMW i3, more than 600 kilometers from Belfast in a Nissan Leaf, and nearly 600 kilometers from Hanover in a Renault Zoe. The driving experience was really great for most of the teams, but it showed that there is still room for improving the European charging infrastructure, the accessibility of the charge points, and the signage at the charging locations.

All details about the Rally to Brussels event – including the downloads of the speech of Siim Kallas and all the presentations - can be found on: [www.greenemotion-project.eu/news/archive/green-emotion-conference-showcases-an-eu-wide-interoperable-electromobility-system.php](http://www.greenemotion-project.eu/news/archive/green-emotion-conference-showcases-an-eu-wide-interoperable-electromobility-system.php).

### 7.3 Trade Shows, Events & Conferences in the 4<sup>th</sup> project year (2014)

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

Status	Event	Date	Location	Organizer	What's done	Participant
	TRB - Transportation Research Board	Jan. 12-16, 2014	Washington, USA	TRB	Posters, presentation	DTU
	Innovations(t)raum Elektromobilität	Jan. 29-30, 2014	Potsdam, Germany	IKT für Elektromobilität/ Schaufenster Elektromobilität	Presentation, Round Table	Siemens, Bosch
	INTRASME Road show	Feb. 3, 2014	Warsaw, Poland		Conference	RSE
	Elektromobilität vor Ort (Conference for municipalities)	Feb. 4-5, 2014	Bremen, Germany	Now GmbH	Presentation	Bosch
	EV Charge Point Symposium	Feb. 5-6, 2014	Nice, France	L&r conseil, avem	Standards Workshop, Presentation	IBM, ESB
	AmE 2014	Feb. 18-19, 2014	Dortmund, Germany	VDE/VDI	Presentation	IBM
	ICT-Conference of the German Showcase projects	Feb. 20-21, 2014	Berlin, Germany	Schaufenster Elektromobilität, GGeMO	Presentation, Round Table	Siemens, Bosch
	Stuttgart electromobility regulars' table	Feb. 21, 2014	Stuttgart, Germany	Schaufenster Elektromobilität	Presentation	Bosch
	IBM Pulse	Feb. 23-26, 2014	Las Vegas, USA	IBM	Presentation	IBM
	Smart Meters and Grid planning	Feb. 26, 2014	Copenhagen, Denmark	DTU	Workshop using D4.3 results	DTU
	Embedded World	Feb. 25-27, 2014	Nuremberg, Germany	Messe Nürnberg	Presentation	IBM
	Telematics for Fleet Management Europe 2014	Mar 12-13, 2014	Amsterdam, Netherlands	Telematics	Presentation	IBM
	The Energy Show	Mar. 12-13, 2014	Dublin, Ireland	seai	ESB booth	ESB
	Get eReady	Mar. 13, 2014	Karlsruhe, Germany	Bosch	Roadshow	Bosch
	Greencities 2014	Mar. 18-19, 2014	Melbourne, Australia		Presentation	Malaga
	VDA Technical Congress 2014	Mar. 20 – 21, 2014	Hanover, Germany	VDA	Presentation, eCar on display	TÜV Nord
	Kontiki Conference	Mar. 20-21, 2014	Mainz, Germany	Kontiki	Conference	Bosch



Status	Event	Date	Location	Organizer	What's done	Participant
	Launch of charging infrastructure	Mar. 25, 2014	Budapest, Hungary	Elmü	Event	Elmü, Siemens
	MOLECULES Interest Group	April 3, 2014	Barcelona, Spain	MOLECULES	Presentation	IREC
	TRA 5 <sup>th</sup> Conference	April 14-17, 2014	Paris (La Defense), France	TRA	Presentation	CTL
	Hannover Messe Mobilitec	April 7-11, 2014	Hanover, Germany	Deutsche Messe AG	Booth presentations	TÜV Nord, Bosch
	Content and Apps for Automotive Europe	Apr 8-9, 2014	Munich, Germany	Telematics	Presentation	IBM
	SAE World Congress & Exhibition	Apr 8-10, 2014	Detroit, USA	SAE	Presentation	IBM
	Standardisation Workshop	May 6, 2014	Brussels, Belgium	Green eMotion	Workshop	Eurelectric, Cidaut, IBM
	Summer University	May 14-15, 2014	Palma, Spain	CIVITAS DYN@MO	Presentation	Endesa
	GeM General Assembly	May 14-15, 2014	Copenhagen, Denmark	Green eMotion	Conference	all
	JSAE Annual Conference	May 21-23, 2014	Japan	JSAE	Presentation	IBM
	FISITA World Automotive Congress	June 2-6, 2014	Maastricht, Netherlands	The Royal Institute of Engineers	Presentation	IBM
	Automobil Elektronik Kongress	June 3-4, 2014	Ludwigsburg, Germany	Automobil Elektronik	Presentation	IBM
	8 <sup>th</sup> Stakeholder Forum (2 <sup>nd</sup> EU Electromobility Stakeholder Forum)	June 4-5, 2014	Brussels, Belgium	Green eMotion, FREVUE, ZeEUS	Conference	ESB, Eurlectric, other partners
	10 <sup>th</sup> ITS European Congress	June 16-19, 2014	Helsinki, Finland	ERTICO	Electromobility ICT session	IBM
	Amsterdam EV Roundtable	June 19, 2014	Amsterdam, The Netherlands	Amsterdam Roundtables	Round Table discussion	ECN
	The Tenth International Conference on Wireless and Mobile Communications	June 22-26, 2014	Seville, Spain	IARIA	Presentation	SAP
	Bon voyage: hitting the clean roads of Europe	June 24, 2014	Brussels, Belgium	Hyer	Presentation	Eurelectric
	The Liveable City	June 25, 2014	Brussels, Belgium	Renault, Nissan	Presentation	Renault, Nissan
	EU Sustainable Energy Week 2014	June 23-27, 2014	Brussels, Belgium	European Commission		Iberdrola
	Automotive Testing Expo Europe 2014	June 24-26, 2014	Stuttgart, Germany	Messe Stuttgart	Booth presentation	TÜV Nord Mobilität

Status	Event	Date	Location	Organizer	What's done	Participant
	Think Energy Awareness Days	June 25-26, 2014	Dublin, Ireland, Civic Offices	City of Dublin	Booth, test drives	Codema
	INCOSE International Symposium 2014	June 30 – July 3, 2014	Las Vegas, USA	INCOSE	Presentation	IBM
	Traffic Days	Aug. 26, 2014	Copenhagen, Denmark		Presentation, test drives	DTI
	16th Conference on Power Electronics and Applications	Aug. 26-28, 2014	Lappeenranta, Finland	ECCE Europe	Presentation	Alstom
	Driving Green	Aug. 28, 2014	Copenhagen, Denmark		Presentation	DTI
	METI (Japan) visit to Brussels	Sept. 2, 2014	Brussels, Belgium	EC	Presentation	Eurelectric
	79th Thessaloniki International Fair	Sept. 6-9, 2014	Thessaloniki, Greece		Presentation, charging demonstration	PPC
	The Future is Electric	Sept. 11, 2014	Brussel, Belgium (European Parliament)	Eurelectric	Event for new MEPs	Eurelectric, Enel, others
	Rally to Brussels	Sept. 18, 2014	Brussels, Belgium	Green eMotion	Green eMotion Event	Eurelectric, Demo Regions, OEMs, others
	European Mobility Week (EMW)	Sept. 16-22, 2014	Which City is going to participate?	EC		
	Oresund electric car rally	Sept. 20-21, 2014	Oresund region	OEER	eCars, banners	CPH, Malmo, Greenabout
	4th annual Telecoms for Smart Grids	Sept. 22-23, 2014	London, UK	SMI	Presentation	Enel
	Elektronik im Fahrzeug	Sept. 23-24, 2014	Baden-Baden, Germany	VDI	Presentation	IBM
	Green eMotion Event	Sept. 24, 2014	Athens, Greece	PPC	Green eMotion event	PPC, Siemens, other GeM partners
	Green Transport Event	Sept. 27-28, 2014	Denmark	IBC; TINV and others	Presentation	DTI
	IAA Commercial Vehicles 2014	Sept. 25- Oct. 2, 2014	Hanover, Germany	VDA	Booth presentation	TÜV Nord
	e-Mobil BW Technologietag	Oct. 2, 2014	Stuttgart, Germany	e-Mobil BW	Presentation	Bosch
	Greencities	Oct. 2-3, 2014	Malaga, Spain		Presentation, GeM booth, test drives	City of Malaga
	Smart Grid School	Oct. 7-9, 2014	Brussels, Belgium	Smart Grid Flanders	Presentation	Carlo Mol
	Roaming in Austria	Oct. 8, 2014	Vienna, Austria	Verbund, Smatrix	Event, Presentations	Verbund, Nissan, Siemens

Status	Event	Date	Location	Organizer	What's done	Participant
	Expo Electric	Oct. 18-19, 2014	Barcelona, Spain	City of Barcelona	Event Cooperation	Endesa
	SAE Convergence	Oct 21-22, 2014	Detroit, USA	SAE	Presentation	IBM
	III Mediterranean Congress, Energy Efficiency and Green Smart Cities	Oct. 22, 2014	Tarragona, Spain	IMC iniciatives mediterrànies de comunicació	Presentation	IREC
	eCarTec	Oct. 21-23, 2014	Munich, Germany	Munich Expo	GeM booth	fka, DLR, Verbund, Nissan, Siemens
	International Conference „Electromobility in the context of the Regions”	Oct. 27-29, 2014	Leipzig, Germany	EUREGIO	Presentation	Verbund
	European Utility Week 2014	Nov. 4-6, 2014	Amsterdam, Netherlands	Synergy	Presentation	IBM, ECN
	ICCVE 2014 (3 <sup>rd</sup> International Conference on Connected Vehicles & Expo 2014)	Nov. 5, 2014	Vienna, Austria	IEEE	Presentation	IBM
	Telematics Munich	Nov. 11-12, 2014	Munich, Germany	Telematics	Presentation	IBM
	eMonday	Nov. 17, 2014	Munich, Germany	eMonday	Presentation	Siemens
	10th International Conference on Transport Survey Methods	Nov. 17-21, 2014	Australia	ISCTSC	Co-Chair, presentation	DTU
	Energy Utilities' role in the future Electric Vehicles market	Nov. 20, 2014	Webcast	Agrion	Presentation	ESB
	Korea SAE Annual Conference	Nov. 20-23, 2014	Seoul, South Korea	KSAE	Presentation	IBM
	Annual Polis Conference 2014	Nov. 27-28, 2014	Madrid, Spain	Polis		
	AAE Show	Nov., 2014	Daventry, England	UMR Ltd	Presentation	IBM
	Smart City Expo World Congress	Nov. 18-20, 2014	Barcelona, Spain and other cities	Fira Barcelona	Presentation, GeM Booth	Siemens, IREC
	Final Conference - Flemish Living Lab Electric Vehicles	Dec. 1, 2014	Brussels, Belgium	Flemish Living Lab	Round Table	Siemens
	EEVC EU Project Day	Dec 2, 2014	Brussels, Belgium	Electri-City.mobi	Presentation	Siemens
	EEVC	Dec 3-5, 2014	Brussels, Belgium	Electri-City.mobi	Presentations	ESB, IREC, others
	2 Jahrestagung Schaufenster Bayern (German Showcase project)	Dec. 9, 2014	Leipzig, Germany	SAENA; Bayern Innovativ	Presentation	Verbund

Status	Event	Date	Location	Organizer	What's done	Participant
	Strategy Circle Auto Industry	Dec 10-11, 2014	Munich, Germany		Presentation	IBM
	IEVC 2014 IEEE International Electric Vehicle Conference	Dec. 17-19, 2014	Florence, Italy	IEEE	Presentation	IBM, Enel, IREC



participation



no participation



part of Road Show

## 7.4 Dissemination Activities from Partners

### 7.4.1 Siemens

Media	Activities	
<b>Press:</b>	<b>E-Mobilität in Europa auf gutem Weg</b> In Mobility2.0week, page 3, June 12, 2014 (in German)	June 2014
	<b>Elektrisch mobil ohne Grenzen in Europa – das Green eMotion Projekt</b> In eMOVE Magazin, October 2014 (in German) <b>Limitless electromobility in Europe: The Green eMotion project</b> (English version) Together with IBM	October 2014
	<b>RFID-Karten als Zugang zur Ladeinfrastruktur – zukunftsfähige Lösung oder Sackgasse?</b> In eMOVE Magazin, December 2014	December 2014
	Press release (together with Endesa & Malaga): <b>New Green eMotion charging poles with dynamic Load Management tested successfully in Malaga</b> March 27, 2014	March 2014
<b>Conferences &amp; events:</b>	Participation in 9 events & conferences as shown in the event list (Chapter 7.2)	
<b>Online:</b>	Green eMotion implemented as reference project in the Siemens Internet /Intranet(with link to Green eMotion website)	
	Finalisation of the multimedia tool as described in chapter 4.3	
<b>Planning 2014</b>	Siemens will be active in presenting Green eMotion at the regional events and within the final event week in Brussels (until February 2015).	
	As WP10 lead Siemens will take over the organisation of the planned regional events and the final event week in February.	

### 7.4.2 Alstom

Media	Activities	

### 7.4.3 City of Copenhagen

Media	Activities	
<p><b>Events:</b></p>	<p>Copenhagen is the winner of the prestigious European Green Capital Award 2014. The European Commission chose Copenhagen because the city excels in combining sustainable solutions with growth and quality of life. In 2014 we have invited Europe and the rest of the world to share knowledge and ideas in Copenhagen. In the last week of August and the first week of September the focus was on green mobility – e.g. electric vehicles.</p> <p>Together with BMW Denmark the City of Copenhagen arranged two competitions – one for Copenhagengers and one for the four main partners of Sharing Copenhagen. Copenhagengers were asked to upload the best, most beautiful or funniest photograph of a green way of transportation to Instagram with the hashtag #dytditkbh. Copenhagengers were made aware of the competition via go-cards (free postcards distributed to cafes, cinemas etc.), advertisement in the metro, the website sharingcopenhagen.dk, Facebook and a press release.</p> <p>The partners were asked to answer three questions. They were made aware of the competition via their intranet.</p> <p>Almost 1,700 persons participated in the competitions. 58 persons won.</p> <p>The 58 winners each borrowed a BMW i3 for one way day and they all got 2 admission tickets for museums outside Copenhagen and a voucher for a meal for 2 persons at the museum's restaurant or a picnic basket.</p> <p>50 of the winners filled out a questionnaire after having borrowed the BMW i3. 72% said that they would consider buying an EV if they were going to buy a car.</p>	
<p><b>Online:</b></p>	<p>The City of Copenhagen has mentioned Green eMotion on its website.</p>	
<p><b>Communication planning for 2015</b></p>		
<p><b>Online:</b></p>	<p>The City of Copenhagen will mention Green eMotion on its website.</p>	

#### 7.4.4 Codema (Dublin)

Media	Activities	
<b>Events:</b>	Think Energy Awareness Days in Civic Offices, Dublin from 25-26 June 2014 with test drive in Renault Z.E. (ESC eCar) and information and Green eMotion leaflets available to Council staff	
<b>Online:</b>	<ul style="list-style-type: none"> <li>Promotion of Green eMotion via project page on Codema's website (<a href="http://www.codema.ie">www.codema.ie</a>)</li> <li>Showing Green eMotion network on partners page on Codema's website</li> <li>Photos of eCar in Codema photo gallery for energy awareness event</li> <li>Promotion of Green eMotion project via Codema's Twitter account @CodemaDublin (526 followers) with retweeting of relevant information on electric transport and development in Ireland and across Europe</li> <li>Dissemination of Green eMotion information via Codema's LinkedIn page (124 followers)</li> </ul>	
<b>Communication planning for 2015</b>		
<b>Online:</b>	<p>Continuation of current on-line dissemination activities:</p> <ul style="list-style-type: none"> <li>Promotion of Green eMotion via project page on Codema's website (<a href="http://www.codema.ie">www.codema.ie</a>)</li> <li>Showing Green eMotion network on partners page on Codema's website</li> <li>Photos of eCar in Codema photo gallery for energy awareness event</li> <li>Promotion of Green eMotion project via Codema's Twitter account @CodemaDublin (526 followers) with retweeting of relevant information on electric transport and development in Ireland and across Europe</li> <li>Dissemination of Green eMotion information via Codema's LinkedIn page (124 followers)</li> </ul>	

#### 7.4.5 City of Malmo

Media	Activities	
<b>Events:</b>	Co-organizing Öresund electric car rally, 20-21 September. GeM was co-financing the event and was displayed by the finish line. Also, a world record of the longest electric car	

Media	Activities	
	<p>parade was made over the Öresund bridge.</p> <p>Demonstration of Roaming using GeM marketplace in collaborating with Chargestorm AB by using RFID cards from ENEL, ESB and Endesa (short film will be available).</p> <p>Demonstration of PushAuthorization using GeM iOS app in collaborating with GreenAbout and Chargestorm AB (short film will be available).</p> <p>Demonstration of the Search service using GeM marketplace in collaborating with Chargestorm AB (short film will be available).</p>	
<b>Communication planning for 2015</b>		
	Making short films of the demonstration cases in SW01.	
	Spreading the short films of the demonstration cases in SW01.	
	Internal and external spreading of relevant reports from GeM to municipalities.	

#### 7.4.6 Cork City

Media	Activities	
<b>Press:</b>	The Evening Echo newspaper published a special report on the operation of Traffic Control Centre in Cork and specific mention was made of the use of EVs and Pedelecs on the City Council's fleet with reference to the provision of EU funding by the European Commission.	<b>December 2014</b>
<b>Conferences:</b>	GeM Annual General Meeting Copenhagen: Cork was represented and the City Council's Fleet Manager also participated at the Conference.	<b>May 2014</b>
	2nd European Electromobility Stakeholder Forum in Brussels: Cork was represented and participated with reference to presenting details of the launch of the GeM 2014 Survey on Electromobility.	<b>June 2014</b>
<b>Events:</b>	Cork City Council participated on the Smart Cities Delegation to Cologne and our participation on Green eMotion was highlighted in discussions relating to developing mobility measures for future schemes.	<b>February 2014</b>
	ITS Ireland Annual Conference in Limerick: the Transportation Division, attended with the Green eMotion Nissan Leaf which is on Cork City Council fleet as a demonstration for members and colleagues in ITS Ireland.	<b>October 2014</b>



Media	Activities	
<b>Online:</b>	The promotion of EVs in Ireland has been enhanced by the Drive4Zero initiative – <a href="http://www.drive4zero.ie">www.drive4zero.ie</a> – launched nationwide for 2015 with employers, EV suppliers, manufactures and energy suppliers as partners.	<b>November 2014</b>
<b>Others:</b>	Cork City Council has participated in a successful H2020 bid with Cologne, Stockholm and Barcelona. The GrowSmarter EU Project includes the use of EVs for goods deliveries. The measure was proposed in the context of Green eMotion to support smarter development of the city centre in Cork.	<b>December 2014</b>
	The GeM dissemination is being implemented with the support of the Lifetime Lab in Cork. The Lifetime Lab has extensive experience in the promotion of environmental and energy related measures. One GeM Renault EVs is used extensively for School Visits undertaken throughout the city and county of Cork with specific demonstrations of the benefits of EVs for teachers, pupils and students.	<b>July to December 2014</b>
<b>Communication planning for 2015</b>	The Fire Department has procured a Renault Kangoo EV, with the support of the Green eMortion project and the vehicle has been fitted out with emergency equipment for deployment on the fleet. This niche application on the 'First Responder' fleet will highlight the viability of EVs to members of the public in 2015.	<b>2015</b>
	The GeM dissemination by the Lifetime Lab will also focus on meeting the Fleet Managers for each of the Workplace Travel employers sponsored by the National Transport Authority, NTA	<b>2015</b>
	The GeM team in Cork will participate and support the Drive4Zero initiative being rolled out nationwide in Ireland for 2015 following the official launch in November 2014 which was supported by the Green eMotion Team in Cork.	<b>2015</b>

#### 7.4.7 Dansk Energi - Danish Energy Association

Media	Activities	
<b>Events:</b>	Presentation of project results of WP4 for Danish Distribution Network Operators	<b>Feb 2014</b>
<b>Online:</b>	Execute summery of relevant parts of GeM in Danish for Danish Distribution Network Operators	<b>Dec 2014</b>
<b>Communication planning for 2015</b>	Presentation of project results of WP4 for EU-project NEMO	<b>Feb 2015</b>

### 7.4.8 DTI

Media	Activities	
<b>Conferences:</b>	<p>Presentation at the biggest traffic conference in Denmark, Traffic Days on 26<sup>th</sup> of August 2014</p> <p>Presentation at the largest green transport fair in Denmark, Driving Green on 28<sup>th</sup> of August 2014</p> <p>Presentation for a network of companies in Denmark on 4<sup>th</sup> of December 2014</p>	
<b>Online:</b>	<p>DTI website <a href="http://www.teknologisk.dk">www.teknologisk.dk</a> and <a href="http://www.dti.dk">www.dti.dk</a></p> <p>Green eMotion educational portal <a href="http://education.greenemotion-project.eu/">http://education.greenemotion-project.eu/</a></p>	
<b>Communication planning for 2015</b>	Support to the Green eMobility regional conference in Stockholm	

### 7.4.9 EdF

Media	Activities	

### 7.4.10 ESB

Media	Activities	
<b>Press:</b>	<ul style="list-style-type: none"> <li>• Radio adverts on CP infrastructure and GeM</li> <li>• Taxi magazine – article on the GeM electric taxi being trialled in Dublin</li> <li>• Society of Irish Motoring Industry annual magazine advert</li> </ul>	<p>October</p> <p>Nov - Dec</p> <p>December</p>
<b>Conferences:</b>	<ul style="list-style-type: none"> <li>• Organisation of the GeM and EU Electromobility Stakeholder Forum</li> <li>• Presentation – EU Stakeholder Forum – Brussels</li> <li>• GeM conference, Greece</li> <li>• GeM Rally Conference, attendance</li> <li>• GeM and EU Electromobility Stakeholder Forum</li> </ul>	<p>Mar – Jun</p> <p>June</p> <p>Sept</p> <p>Sept</p> <p>Sept – Feb</p>

Media	Activities	
	preparation <ul style="list-style-type: none"> <li>Finnish Utility Workshop Group</li> <li>ESB Technology Committee</li> <li>IRED 2014 conference in Kyoto, Japan</li> </ul>	2 <sup>nd</sup> Oct 21 <sup>st</sup> Oct 20 <sup>th</sup> Nov
<b>Events:</b>	<ul style="list-style-type: none"> <li>Energy Ireland Show – GeM materials and information distributed</li> <li>Belfast to Brussels in an EV – GeM Rally</li> </ul>	March  Sept
<b>Online:</b>	Facebook Infographic and promotion GeM LinkedIn group management	December 2014  Full year
<b>Communication planning for 2015</b>		
	<ul style="list-style-type: none"> <li>Technology journalists to be invited to view the GeM induction charge demonstration</li> <li>Co-organisation of Stakeholder Forum (with FREVUE and ZeEUS)</li> <li>Co-organisation of Latvian GeM regional conference</li> <li>Facebook promotion of final stakeholder forum and projects results</li> <li>LinkedIn promotion of project results</li> <li>Project results to be put on the ESB website</li> </ul>	January 2015  February  February February  February February

### 7.4.11 Endesa

Media	Activities	
<b>Press:</b>	Endesa e-parking (Demo case of the ES1 DR) was presented to the media. A video was recorded and was distributed to the press. June 2014.	
<b>Conferences:</b>	<b>External Stakeholder Forum</b> Endesa presentation about the New Functionalities utilities can get from the use of 2 <sup>nd</sup> life batteries on the EVSEs installations.	

Media	Activities	
	June 2014	
<b>Events:</b>	<p><b>Expoelectric Barcelona.</b></p> <p>GeM was present with a booth and was sponsor of the event. The event, located downtown Barcelona, is free entrance for the citizens and the objective is to show them that the e-mobility is a reality. This year 18.000 attendants visit the fair. Endesa also opened to the visitors the Barcelona e-parking facility. 16<sup>th</sup> – 19<sup>th</sup> October 2014</p> <p><b>Interoperability Show Case BRU</b></p> <p>Endesa installed an EVSE for the roaming event in BRU. The event summary and achievements were distributed in the Endesa internal newsletter. September 2014</p>	
<b>Others:</b>	<p>e-parking video was distributed in the Endesa internal newsletter. June 2014.</p> <p>Support of a student team that participates in the Formula Student. Their purpose is to develop a Formula Student EV for participating in various international competitions. GeM Logo is present in the chassis of the racing car and on the jerseys of the team members.</p>	

## 7.4.12 RSE

Media	Activities	
<b>Conferences:</b>	<p>Presentation and participation in the AEIT Conference “Lo sviluppo dell’auto elettrica nelle province di Trento e Bolzano”, 03/12/2014, Università di Trento, with RSE BMW i3 provided with GeM logo</p> <p>Presentation at the “GeM 2nd European Electromobility Stakeholder Forum”, 04/06/2014, Brussels</p> <p>GeM WP7 workshop with external experts, 06/05/2014, Brussels</p> <p>Workshop “IL SISTEMA AUTO ELETTRICA” of “Ordine degli Ingegneri della Provincia di Milano”, 10/12/2014, Milan</p>	
<b>Events:</b>	<p>Participation in the GeM Rally to Brussels (13-18/09/2014) with RSE BMW i3 provided with GeM logo and itinerary of the Rally printed on the doors</p>	

Media	Activities	
	Presentation of the Rally results at “European Night of Researchers”, 26/09/2014, Milan (Museo della scienza e della tecnologia)	
<b>Online:</b>	ANSA article: <a href="http://www.ansa.it/scienza/notizie/rubriche/energia/2014/09/25/auto-elettriche-stessa-lingua-per-la-ricarica-in-europa_8c6373df-3ae9-4ee7-a1a1-47766a48e4bd.html">http://www.ansa.it/scienza/notizie/rubriche/energia/2014/09/25/auto-elettriche-stessa-lingua-per-la-ricarica-in-europa_8c6373df-3ae9-4ee7-a1a1-47766a48e4bd.html</a>	
<b>Others:</b>	Presentation of the Rally results at GSE (Gestore Sistema Elettro-energetico), 09/10/2014, Rome  Presentation of the Rally results in a paper on the Journal “L’Energia elettrica”, n. 6, 2014, vol 91 (to be published)	
<b>Communication planning for 2015</b>	Paper on the Journal “L’ Energia elettrica”, n. 2, 2015, to be published	
	Presentation of the results of the GeM project at RSE	
	News on the results of GeM on RSE website: <a href="http://www.rse-web.it">www.rse-web.it</a>	

#### 7.4.13 ENEL

Media	Activities	

#### 7.4.14 fka

Media	Activities	
<b>Conferences:</b>	GeM Stakeholder Forum	<b>June 2014</b>
<b>Communication planning for 2015</b>	Stakeholder Forum GeM presentations WP6	

### 7.4.15 CARTIF

Media	Activities	
<b>Events:</b>	Due to the celebration of CARTIF 20 <sup>th</sup> Anniversary, an especial event was organized and the most remarkable projects were presented, being GeM one of them. A dedicated poster was shown.	1 December 2014
<b>Online:</b>	We usually publish news related to the major events organized by GeM, both from CARTIF web site and from the social networks (mainly linkedin and facebook). Recently, we published some information regarding the Rally to Brussels (18 <sup>th</sup> September):  <a href="http://www.cartif.com/en/communication/news/item/738-the-green-emotion-electric-rally-a-showcase-of-an-interoperable-e-mobility-system.html">http://www.cartif.com/en/communication/news/item/738-the-green-emotion-electric-rally-a-showcase-of-an-interoperable-e-mobility-system.html</a>	

### 7.4.16 CIDAUT

Media	Activities	

### 7.4.17 Tecnalía

Media	Activities	
<b>Conferences:</b>	Abstract sent to EVS28 (not confirmed yet) about business models.	
<b>Events:</b>	Presentation business models at the Green eMotion External Stakeholder Forum.	<b>Brussels, June 4</b>
	Presentation about business models in the Rally to Brussels.	<b>Brussels, September 18</b>
<b>Others:</b>	Poster about business models in Green eMotion General Assembly.	<b>Copenhagen, May 14</b>
	Publication about Green eMotion General Assembly in Tecnalía's internal newsletter.	<b>Derio, June 2</b>
	Coordination of a telco between Imperial college and Tractebel Engineering to discuss ITRES tool (Green eMotion) and the grid planning tool to be developed in PlanGridEV.	<b>June 23</b>

Media	Activities	
	Presentation of Green eMotion and results from business models analysis in an OEM workshop organized within PlanGridEV project.	<b>Munich, June 25</b>
<b>Communication planning for 2015</b>	(Please fill in what is planned from your side to support Green eMotion dissemination activities in 2015)	
	Poster about business models in Green eMotion General Assembly.	<b>Brussels, February 2015</b>
	Presentation about business models in Green eMotion External Stakeholders Forum.	<b>Brussels, February 2015</b>
	Potential presentation of business models work at the EVS28.	<b>Korea, May 2015</b>

#### 7.4.18 Iberdrola

Media	Activities	
<b>Press:</b>	<p>USALe network belongs to Iberdrola charging management system and has been used as a real scenario for roaming tests inside GeM project. This network was presented to the press and a special mention to GeM project was made.</p> <p><b>USALe network:</b> Iberdrola has set up a charging network for Salamanca University. This network consists of 5 charging points and is addressed to students and Salamanca University staff. These charging points are connected to the management system developed by Iberdrola Green Mobility Division, and there's an application (green charging app) that provides users with information on the supplied energy and the availability of charging points, as well as guidance through the administrative issues, as well as other services.</p> <p>Several press news were published regarding this project:</p> <p><a href="http://www.elnortedecastilla.es/salamanca/201406/14/listos-para-coche-futuro-20140614121732.html">http://www.elnortedecastilla.es/salamanca/201406/14/listos-para-coche-futuro-20140614121732.html</a></p> <p><a href="http://www.rtvcyt.es/Salamanca/396f92ded2304c38f6b3">http://www.rtvcyt.es/Salamanca/396f92ded2304c38f6b3</a></p> <p><a href="http://www.salamanca24horas.com/universidad/113148-red-usale-una-nueva-aplicacion-para-la-recarga-de-vehiculos-electricos">http://www.salamanca24horas.com/universidad/113148-red-usale-una-nueva-aplicacion-para-la-recarga-de-vehiculos-electricos</a></p> <p><a href="http://saladeprensa.usal.es/webusal/files/prensa/noticias/201406/001DB2QU.pdf">http://saladeprensa.usal.es/webusal/files/prensa/noticias/201406/001DB2QU.pdf</a></p> <p><a href="http://saladeprensa.usal.es/webusal/files/prensa/noticias/20140">http://saladeprensa.usal.es/webusal/files/prensa/noticias/20140</a></p>	13 June 2014

Media	Activities	
	<a href="#">6/001DB2ZP.pdf</a>	
<b>Events:</b>	Participation on GeM Rally to Brussels. Through the use of one charging point Iberdrola offers a demonstration of European interoperability with other GeM partners that serves as a milestone for the development of the entire roaming procedure.	18 September 2014
<b>Others:</b>	Iberdrola has introduced two new members to GeM External Stakeholders Forum: EMT (Madrid Transport operator) and Salamanca University	

#### 7.4.19 IBM

Media	Activities	
<b>Press:</b>	eMove Article with Siemens in September 2014, Marktplatz für Mobilitätsdienste aus der Cloud	
<b>Conferences:</b>	IEEE conference, Florence, December 16-19	
	ITS Summit, Helsinki, June 16-19	
<b>Events:</b>	European Utility week, Amsterdam, November 3-5	
	IBM Pulse, Las Vegas, February 23-26	
<b>Online:</b>	Marketing campaign, Made with IBM <a href="http://www.ibm.com/smarterplanet/us/en/madewithibm/stories/#!story/9">http://www.ibm.com/smarterplanet/us/en/madewithibm/stories/#!story/9</a>	
<b>Communication planning for 2015</b>		
<b>Exhibition</b>	Distributech 2015, February 3-5, San Diego, USA	

#### 7.4.20 Imperial

Media	Activities	
<b>Scientific journal publications:</b>	D. Newbery, G Strbac, "What is the target battery cost at which Battery Electric Vehicles are socially cost competitive?", paper submitted to Journal of Transportation Research Part A in November 2014	



Media	Activities	
<b>Conferences:</b>	M. Aunedi, "Impact of mass EV rollout on EU electricity system", invited presentation at the IEA Task 19 Workshop on Life Cycle Assessment of Electric Vehicles, Barcelona, 15-16 October 2014	
<b>Events:</b>	G. Strbac, "Impact of mass EV rollout on EU electricity system", presentation at the Green eMotion Rally to Brussels event, 18 September 2014	
<b>Communication planning for 2015</b>	We plan to submit a paper based on the work presented in Deliverable 9.2 to a journal such as Energy Policy or IEEE Transactions on Sustainable Energy.	

#### 7.4.21 IREC

Media	Activities	
<b>Conferences:</b>	20th Conference on the International federation of operational research societies (IFORS 2014). <i>Optimal sizing of EV fast charging stations including energy storage and PV systems</i> (C. Corchero), Barcelona (Spain).	13-18 July
	International Congress for Electromobility, AEH and PPC SA, <i>Key facts and analysis on driving and charge patterns. Dynamic data evaluation</i> (M. Sanmarti). Athens (Greece).	24 September
	III Mediterranean Congress, Energy Efficiency and Green Smart Cities. Mobility session: speed solutions dating; <i>Research as supporting activity for EV deployment</i> (M. Sanmarti), Tarragona, (Spain). oral contribution	22 October
	Smart City Expo Congress 2014, <i>Rethinking cities to improve energy sustainability</i> (Moderator - M. Sanmarti), Barcelona (Spain).	18-20 November
	European Electric Vehicle Congress (EEVC 2014), <i>European electric vehicle fleet charging patterns analysis</i> (C. Corchero), Brussels (Belgium).	2-5 December
	IEEE International Electric Vehicle Conference (IEVC 2014), <i>European electric vehicle fleet: driving and charging data analysis</i> (S. González), Florence (Italy)	17-19 December
	IEEE International Electric Vehicle Conference (IEVC 2014), <i>Distribution Network Congestion Management by means of Electric Vehicle Smart Charging within a Multi-microgrid Environment</i> (C. Corchero), Florence (Italy)	17-19 December

Media	Activities	
<b>Events:</b>	MOLECULES Interest Group. <i>Data collection value. Green eMotion project perspective</i> (C. Corchero), Barcelona (Spain).	3 April
	2nd EU Electromobility Stakeholder Forum. <i>Data collection on European Electro-mobility Projects</i> (C. Corchero), Brussels (Belgium).	4-5 June
	EXPOelectric Formula-e – eJornades. <i>Local and international experiences in electromobility</i> (C. Corchero). Barcelona (Spain).	17 October
	Smart City Expo – Exhibition area – Green eMotion Booth, Barcelona (Spain).	18-20 November
	EXPOelectric Formula-e – <i>EV batteries research</i> (M. Sanmarti), Barcelona, (Spain).	16 October
<b>Online:</b>	Information on <a href="http://www.irec.cat">www.irec.cat</a> website about dissemination activities related with the project and link with project website.	
	E-mail, LinkedIn, twitter and website advertising of GeM booth at the Smart City Expo 2014.	
<b>Others:</b>	JRC meeting, <i>Data collection EU guides</i> , C. Corchero and M. Sanmarti. Ispra (Italy)	13th February
<b>Publications:</b>	C. Corchero, S. González-Villafranca, M. Sanmarti. <i>European electric vehicle fleet charging patterns analysis</i> . EEVC Conference Paper. December 2014.	
	C. Corchero, S. González-Villafranca, M. Sanmarti. <i>European electric vehicle fleet: driving and charging data analysis</i> . IEVC IEEE Proc. Paper December 2014.	
	G. Del Rosario, M. Cruz-Zambrano, C. Corchero, R. Gumara-Ferret <i>Distribution Network Congestion Management by means of Electric Vehicle Smart Charging within a Multi-microgrid Environment</i> . IEVC IEEE Proc. Paper December 2014.	
<b>Communication planning for 2015</b>	X Conference Spanish Association for Energy Economics (AEEE). Presentation.	5-6 February 2015

Media	Activities	
	3rd EU Electromobility Stakeholder Forum. Brussels (Belgium).	25-26 February 2015
	Journal paper on data collection.	
	Journal paper on WP9 work.	

## 7.4.22 City of Malaga

Media	Activities	
<b>Conferences:</b>	<ul style="list-style-type: none"> <li>Alfonso Palacios. Summer University Dynamo. Civitas. Palma de Mallorca.</li> <li>D. Francisco de la Torre (Mayor City of Málaga). Submit nomination for eCapital. Brussels.</li> <li>Jaime Briales. ECTP-E2BA Conference. Brussels</li> <li>Jaime Briales. International symposium about electric vehicles. Menéndez Pelayo University. Santander.</li> <li>Alfonso Palacios. Summit Smart City Chile. Santiago de Chile.</li> <li>Alfonso Palacios. Seminar Efficiency Energy and Savings. Málaga.</li> <li>Alfonso Palacios. Greencities Electromobility round table. Málaga</li> <li>Jaime Briales. Rubí Brilla 1st National Congress: Congress by changing energy model. Rubí (Barcelona).</li> <li>Jaime Briales. Briefing to the municipal taxi sector. Málaga.</li> <li>D. Francisco de la Torre (Mayor City of Málaga). Innovation and sustainable management. Madrid.</li> <li>Jaime Briales. Japan and Spain Forum. Santander.</li> <li>Jaime Briales. Ecocities. Madrid.</li> <li>Eduardo Poyato. Nissan forum. Smartcity World Congress. Barcelona.</li> <li>Eduardo Poyato. Electric Mobility Forum. Madrid.</li> <li>Jaime Briales. Electromobility projects in Málaga. Ronda.</li> <li>Alfonso Palacios. Civitas 2Move2. Málaga.</li> </ul>	<ul style="list-style-type: none"> <li>16<sup>th</sup> May 2014</li> <li>22<sup>nd</sup> January</li> <li>18<sup>th</sup> June</li> <li>29<sup>th</sup> August</li> <li>3<sup>rd</sup> September</li> <li>29<sup>th</sup> September</li> <li>3rd October</li> <li>10<sup>th</sup> October</li> <li>29<sup>th</sup> October</li> <li>5<sup>th</sup> November</li> <li>6<sup>th</sup> November</li> <li>7<sup>th</sup> November</li> <li>18<sup>h</sup> November</li> <li>25<sup>h</sup> November</li> <li>15<sup>h</sup> January</li> <li>1<sup>5h</sup> February</li> </ul>

Media	Activities	
	<ul style="list-style-type: none"> <li>Jaime Briales. Challenges and Opportunities in Smart Distribution of Electric Energy. Madrid.</li> </ul>	<ul style="list-style-type: none"> <li>15<sup>h</sup> February 2015</li> </ul>
<b>Events:</b>	<ul style="list-style-type: none"> <li>Greencities 2014. A complete program of conferences, presentation of projects, EV tests drive and round tables for debates about Mobility, Smart Buildings, Energy Efficiency and Environment.</li> </ul>	
<b>Online:</b>	<ul style="list-style-type: none"> <li>Web</li> <li>Facebook</li> <li>Twitter</li> </ul>	
<b>Communication planning for 2015</b>	<ul style="list-style-type: none"> <li>Greencities 2015</li> </ul>	

### 7.4.23 PPC

Media	Activities	
<b>Conferences:</b>	Presentation: "Green eMotion: Development of the European Framework for Electromobility" Conference: "ΕΠΕΝΔΥΟΝΤΑΣ ΣΤΗΝ ΠΟΙΟΤΗΤΑ ΖΩΗΣ: Εναλλακτική Αυτοκίνηση, Συνδυασμένες Μεταφορές, Logistics"	20.03.2014 Athens
	Presentation: "Ευρωπαϊκή πρωτοβουλία Green eMotion. Προοπτικές της ηλεκτροκίνησης στην Ελλάδα" Conference: "ΗΛΕΚΤΡΟΚΙΝΗΣΗ: ΝΕΕΣ ΤΕΧΝΟΛΟΓΙΕΣ & ΕΠΙΧΕΙΡΗΜΑΤΙΚΕΣ ΕΥΚΑΙΡΙΕΣ"	01.07.2014 Athens
	Presentation: "Ηλεκτροκίνηση στην Ελλάδα –Πρόγραμμα Green eMotion" Conference: "1 <sup>η</sup> Συνάντηση Εθνικής Ομάδας Στήριξης για την ηλεκτροκίνηση και τη βιώσιμη αστική κινητικότητα – Electric City Transport (Ele.C.Tra)"	17.07.2014 Athens
	Presentation: "Ευρωπαϊκή πρωτοβουλία Green eMotion. Προοπτικές της ηλεκτροκίνησης στην Ελλάδα" Conference: "3 <sup>η</sup> Ημερίδα Επιχειρηματικότητας"	19.10.2014 Larisa
	Presentation: "Η εφαρμογή του προγράμματος Green eMotion στην Ελλάδα" Conference: "E-mobility Works: ΠΡΟΩΘΗΣΗ ΤΩΝ ΗΛΕΚΤΡΙΚΩΝ ΟΧΗΜΑΤΩΝ ΣΕ ΔΗΜΟΥΣ ΚΑΙ ΕΠΙΧΕΙΡΗΣΕΙΣ: Ηλεκτροκίνηση-Emobility"	13.11.2014 Athens
	Presentation : "Η εφαρμογή του προγράμματος Green eMotion στην Ελλάδα – Μοντέλα Ηλεκτροκίνησης" Conference: "ΕΠΑΝΕΚΚΙΝΟΝΤΑΣ ΤΗΝ ΑΝΑΠΤΥΞΗ: ΕΦΑΡΜΟΓΕΣ ΗΛΕΚΤΡΟΚΙΝΗΣΗ, ΠΡΑΣΙΝΗ ΑΝΑΠΤΥΞΗ ΚΑΙ ΝΕΟ ΕΣΠΑ"	19.12.2014 Athens

Media	Activities	
<b>Events:</b>	<p>PPC organized a conference on Green eMotion and the successful implementation of an electromobility system in the replication region Kozani and in Athens.</p> <p>From the Athens Green eMotion Congress overall came up:            31 positive articles on newspapers            326 positive online articles (news sites &amp; blogs)            6 reportages on television channels (with national broadcasting)</p>	24.09.2014 Athens
<b>Other:</b>	<p>Interview regarding electromobility and Green eMotion project, to a press auto magazine that was distributed to the annual new car exhibition</p> <p>Participation in the 79<sup>th</sup> Thessaloniki annual international fair. In the kiosk of PPC two GeM EVs and a GeM charging post were exhibited</p> <p>Participation in the 30<sup>th</sup> annual exhibition in Koila (Kozani). In the kiosk of PPC two GeM EVs and a GeM charging post were exhibited</p>	10.2014 06-14.09.2014 17-22.09.2014

## 7.4.24 Bosch

Media	Activities	
<b>Conferences:</b>	<p>Presentations at several conferences:</p> <ul style="list-style-type: none"> <li>• „Innovations(t)räume Elektromobilität“ in Potsdam in January 2014</li> <li>• „Elektromobilität vor Ort“ a specialized conference for municipal companies in Bremen in February 2014</li> <li>• “Kontiki” Conference in Nuremberg with special focus on public transport and the connection with eMobility in March 2014</li> <li>• Presentation at TAE symposium in Nürtingen, May 2014</li> <li>• Stuttgart electromobility regulars’ table: presentation on the progress of Green eMotion and other publicly funded electromobility projects in Europe</li> <li>• Presentation at e-Mobil BW Technologietag in Stuttgart, October 2014</li> <li>• Presentation at Stakeholder Forum</li> <li>• Dena Konferenz Energie Effizienz in Berlin, November 2014</li> <li>• Presentation by KIT on Crome Project at EEVC in Brussels, December 2014</li> </ul>	
<b>Events:</b>	<ul style="list-style-type: none"> <li>• Trade show participation at Mobilitec in Hannover, March/April 2014</li> <li>• Roadshow on “Get eReady” project within the Schaufenster region Baden Württemberg to further</li> </ul>	

Media	Activities	
	<p>promote the market readiness of eMobility within the demo region Stuttgart / Karlsruhe. Several events throughout the year.</p> <ul style="list-style-type: none"> <li>• Presentation at LCV Cenex, Millbrook UK, September 2014</li> <li>• Presentation on Showcase Regions electromobility at eCarTec in Munich, October 2014</li> <li>• Several workshops on connecting regional energy providers and municipal authorities throughout the year</li> </ul>	
<b>Online:</b>	<ul style="list-style-type: none"> <li>• Blog article on Green eMotion Rallye and the smartphone app developed for it</li> <li>• Provision of Green eMotion App in Android and iOS app stores</li> </ul>	
<b>Others:</b>	Twitter Tweets around Rallye to Brussels via Bosch Software innovations and Corporate Bosch accounts	
<b>Communication planning for 2015</b>	<ul style="list-style-type: none"> <li>• Blog post on project termination and the essential Green eMotion findings</li> <li>• Article</li> <li>• Tbd: Regional conference within final event series</li> </ul>	

#### 7.4.25 RWE

Media	Activities	
<b>Events:</b>	<ul style="list-style-type: none"> <li>• Celebration of the inauguration for the Budapest charging posts with participation of 4 ministries, March 2014</li> </ul>	

#### 7.4.26 SAP

Media	Activities	
<b>Conferences:</b>	<p>ICWMC 2014, The Tenth International Conference on Wireless and Mobile Communications, Seville</p> <p>“Fully Functional Passive RFID Tag with Integrated Sensor for Item Level Tagging Based on Collective Communications and Organic Printed Electronics”</p>	22.- 26.06.2014

Media	Activities	
Events:	Internal Awareness Week: „Electric Mobility at SAP“	23.-27.06.14
	Fleet Inauguration „E-Cars at SAP“ incl. journalist talks and panel discussion with e.g. Henning Kagermann Chairman of the German National Platform for Electric Mobility	24.06.14

### 7.4.27 ECN

Media	Activities	
Events:	GeM pitch during Amsterdam EV round table	
Communication planning for 2015		
Events:	Lunch colloquium at RVO	
Events:	Pitch a Dutch e-mobility networking meeting (last time not selected)	
Events:	Will try to give presentation at meeting with Dutch municipalities	
Press:	Article in E-mobility, journal on electromobility in BeNeLux (non scientific)	

### 7.4.28 DTU

Media	Activities	
Conferences:	<p><b>TRB - Transportation Research Board, 93<sup>rd</sup> Annual Meeting, Washington</b></p> <p>Poster by S. Mabit on paper: “Hybrid choice modelling allowing for reference-dependent preferences: estimation and validation for the case of alternative-fuel vehicles”</p> <p>Poster by A. Jensen on paper “Predicting the potential market for electric vehicles”.</p> <p>Presentation by E. Cherchi on paper: Jensen, A., Cherchi, E., and Ortúzar, J. de D. (2014) “A long panel survey to elicit variation in preferences and attitudes in the choice of electric vehicles.”</p>	<p><b>January</b></p> <p><b>12-16</b></p> <p><b>2014</b></p>
	<p><b>European Electromobility Stakeholder Forum, Brussels</b></p> <p><i>Preparing an effective electromobility system for Europe</i></p> <p><u>Green eMotion session</u>: Integrating e-mobility system and infrastructure</p>	<p><b>June</b></p> <p><b>4 &amp; 5</b></p> <p><b>2014</b></p>
	<b>PANAM 2014, Santandar</b>	<b>June</b>

Media	Activities	
	Pan-American Conferences of Traffic and Transportation Engineering	11-13 2014
	<b>3<sup>rd</sup> hEART Symposim, Leeds</b> <b>European Association for Research in Transportation</b> E. Cherchi made presentation: "The role of the Theory of Planned Behavior in explaining the departure time choice" □	September 10-12 2014
	<b>Rally to Brussels &amp; Final Event</b>  How to Increase the Acceptance of EVs	September 18 2014
	<b>ISCTSC, 10<sup>th</sup> International Conference on Transport Survey Methods, Australia</b>  E. Cherchi Co-Chair at workshop: Stated preference surveys and experimental design	November 17-21 2014
<b>Online:</b>	<b>Press-release on PhD. Defence of Anders Fjenbo Jensen at DTU Transport.</b> <a href="http://www.transport.dtu.dk/Nyheder/Nyhed?id=5824d571-684a-4d57-b41a-4f507e65c8e5">http://www.transport.dtu.dk/Nyheder/Nyhed?id=5824d571-684a-4d57-b41a-4f507e65c8e5</a>  Title of defence: Assessing the Impact of Direct Experience on Individual Preferences and Attitudes For Electric Vehicles	June 16 <sup>th</sup> 2014
<b>Others:</b>	<b>Scientific publications:</b>  Jensen, A., Cherchi, E., and Ortúzar, J. de D. (2014) "A long panel survey to elicit variation in preferences and attitudes in the choice of electric vehicles". <i>Transportation</i> 41(5), 973-993.	
<b>Communication planning for 2015</b>		
	<b>Scientific publications:</b>  Jensen, A., Cherchi, E, Mabit, S: "Hybrid choice modelling allowing for reference-dependent preferences: estimation and validation for the case of alternative-fuel vehicles". <i>Under revision for publication in "Transportation, Research A"</i>  Jensen, A., Cherchi, E, Mabit, S, Ortuzar, J: "Predicting the potential market of electric vehicles." <i>Submitted to publication in "Transportation Science"</i>	



### 7.4.29 Trinity College Dublin (TCD)

Media	Activities	
<b>Publications for 2015:</b>	<p>Paper to be published in Transport Research Journal. An investigation into usage patterns of electric vehicles in Ireland. Authors: Peter Weldon, Patrick Morrissey, John Brady and Margaret O'Mahony</p> <p>Paper to be published in Transport Research Journal. Electric vehicle usage patterns across Europe. Authors: Patrick Morrissey, Peter Weldon, John Brady and Margaret O'Mahony</p>	
<b>Conference in 2015</b>	<p>Paper to be presented at the 3rd International Symposium on Energy Challenges and Mechanics – toward a big picture. To be held on 7-9 July 2015, Aberdeen, Scotland. Paper title: Electric vehicle household charging behavior in Ireland and aims for a carbon neutral electric fleet by 2020. Authors: Patrick Morrissey, Peter Weldon and Margaret O'Mahony</p>	

### 7.4.30 TUEV-Nord

Media	Activities	

### 7.4.31 Eurelectric

Media	Activities	
<b>Press:</b>	<ul style="list-style-type: none"> <li>Press release on EURELECTRIC website on Green eMotion rally event on 18 September 2014</li> <li>Mention of Green eMotion in EURELECTRIC article posted on <a href="#">Comments Vision</a>, European Voice</li> </ul>	<p><b>18/09</b></p> <p><b>27/05</b></p>
<b>Events:</b>	<ul style="list-style-type: none"> <li>Green eMotion brochures disseminated at EURELECTRIC event "The Future is Electric", 10-11 September 2014</li> <li>Presentation of Green eMotion interoperability slide as part of EURELECTRIC presentation at EEVC 2 -5 December 2014</li> </ul>	<p><b>10-11/09</b></p> <p><b>2-5/09</b></p>







Media	Activities	
<b>Others:</b>	Daily News on Green eMotion Stakeholder conference sent to EURELECTRIC members only	
<b>Communication planning for 2014</b>	Planning help with the organization of Green eMotion Final Conference during the EU Sustainable Mobility Week (16 – 22 September)	
	Online activities: GeM movie on EURELECTRIC's website	

### 7.4.32 Daimler

Media	Activities	

### 7.4.33 BMW

Media	Activities	
<b>Conference / Workshop</b>	<ul style="list-style-type: none"> <li>• <b>EU Sustainable Energy Week 2014 – European Commission, Brussels</b></li> </ul>	<b>23-27/06</b>
	<ul style="list-style-type: none"> <li>• <b>Workshop for Parliamentary Assistants and Interns, BMW Brand Store, Brussels “BMW i- Born Electric”</b></li> </ul>	<b>03/07</b>
	 	
<b>Event</b>	<ul style="list-style-type: none"> <li>• <b>Bavarian Business Day, Bavarian Representation, Brussels. - Presentation of the BMW i8 to politicians of the Free State of Bavaria.</b></li> </ul>	<b>10/09</b>

Media	Activities	
		
Event	<ul style="list-style-type: none"> <li>GeM Rallye to Brussels, Berlaymont / Hotel Marriot, Brussels. BMW i3 VIP Transfer by Electric vehicle of Commissioner Kallas to/from the Event where he gave the Keynote speech.</li> </ul>  	18/09
Event  Conference	<ul style="list-style-type: none"> <li>Panelist at CLEPA Event entitled “Driving the Future of E-Mobility”. (<a href="http://www.clepa.eu/strategic-issues/eunice-project/">http://www.clepa.eu/strategic-issues/eunice-project/</a>)</li> <li>3<sup>rd</sup> European Electric Vehicle Congress, Diamant Centre Brussels. (<a href="http://www.eevc.eu/#content">http://www.eevc.eu/#content</a> ). Session: “Market &amp; Technology Overview: Point of View”. Presentation entitled “BMW i Mobility Services – the Urban Revolution” . BMW also chaired the session “Good Practices”.</li> </ul> 	18/11  03-05/12

### 7.4.34 Nissan

Media	Activities	

### 7.4.35 Renault

Media	Activities	

### 7.4.36 City of Barcelona

Media	Activities	

### 7.4.37 Greenabout (Bornholm)

Media	Activities	

### 7.4.38 Rome Municipality

Media	Activities	

### 7.4.39 Rome University (CTL)

Media	Activities	
Conference	TRA 2014: Presentation & paper on Green eMotion	April 2014
Scientific journal	<ul style="list-style-type: none"> <li>- One paper about Impacts of sharing system operated with e-vehicles in Rome</li> <li>- Impacts of local policies and measures to support e-vehicles diffusion</li> </ul>	2015

### 7.4.40 TNO

Media	Activities	
	Note that TNO's dissemination activities are limited especially since no budget is allocated in the DoW for this.	



Media	Activities	
	We therefor spend not much effort on press or conferences. Still we make use of the opportunities we get and see.	


#### 7.4.41 DLR

Media	Activities	
Events:	eCarTec2014, Munich, Dec 21-22, GeM booth assistance	


#### 7.4.42 Verbund



Media	Activities	
Press:	<p>Press conference: E-Mobility ready for take-off Fastcharging network for e-cars in Central Europe. Green eMotion project promotion and description was part in map for press</p> 	8.10.2014
	<p>VERBUND Annual Report 2013. Page 43: Priority for electromobility with 100% renewable energy.</p> <p><a href="http://www.verbund.com/cc/en/investor-relations/financial-reports#tabbed-1">http://www.verbund.com/cc/en/investor-relations/financial-reports#tabbed-1</a> (English)</p> <p><a href="http://www.verbund.com/cc/~/_/media/3AFE12EE8D1D4A8F84E13AA19EAABACC">http://www.verbund.com/cc/~/_/media/3AFE12EE8D1D4A8F84E13AA19EAABACC</a> (German)</p>	5.3.2014
Conferences:		
	<p>National Conference, <b>Green eMotion meets CROSSING BORDERS</b>, 8. Oct 2014, Vienna</p> <p>Vienna, 8 October 2014. In early October major milestones achieved by the EU's flagship electromobility project, Green eMotion, were presented, demonstrated and discussed during</p>	8. Oct 2014

Media	Activities	
	<p>a one day conference in Vienna.</p> <p>Following the keynote speech by Wolfgang Anzengruber, CEO VERBUND, on the future of electromobility in Europe and the view from the electricity industry, representatives from Green eMotion partners Siemens, Nissan and ESB ecars explained some of the project's highlights, including the demonstration of a truly interoperable electromobility system and the setting up of a marketplace for roaming throughout Europe.</p>   <p>"Green eMotion has achieved some major milestones during the past 3 ½ years to accelerate the mass market roll-out of electro mobility across Europe: from implementing a prototype-level, scalable, and open ICT system enabling Europe-wide access to charging infrastructure, to establishing a roadmap for future standardization work. It also produced a set of detailed technical work - from grid impact studies to the evaluation of electric vehicles under real market conditions - and provided a unique platform for partners to continue to engage in other key European co-funded implementation projects like TeN-T" said Olivier Paturet, Nissan Europe, project partner of Green eMotion.</p>	

Media	Activities	
	 <p>CROSSING BORDERS project partners VERBUND, SMATRICS, Siemens CVC and TRAFFIX presented project results on network planning and infrastructure deployment that aim for providing convenient services for customers.</p> <p>In addition to the results of Green eMotion and CROSSING BORDERS a brand-new e-mobility project that has been submitted to the European Commission for funding in terms of the Trans-European Transport Network (TEN-T) was announced - the Central European Green Corridors (CEGC).</p> <p>E-mobility takes a giant leap ahead. In terms of the goals set for the CEGC project, a dense network of rapid charging stations will be established in Austria, Slovakia and Slovenia until the end of 2015. Munich and Zagreb will be integrated as well.</p> <p>Eleven strong partners, among them OEMs, energy utilities, technology providers, e-mobility providers and communities will fast track the tightening of the fast charging station network in order to make daily use of electric cars more comfortable. .</p> <p>The partners will set up 115 high power recharging points, using the multi-standard technology that enables fast charging of almost all electric vehicles. The regional fast charging network in Austria, Slovakia and Slovenia as well as additional charging locations in Croatia and Germany will enable drivers and owners of electric cars to seamlessly travel beyond borders.</p> <p>Charging infrastructure deployment in CROSSING BORDERS and in CEGC build up on development results of Green eMotion. The expert conference on 8th October 2014 in Vienna showed that international cooperation and joint efforts of companies, institutions and research organisations lead to an interoperable charging network for e-mobility customers.</p>	
	<p><b>International Conference E-Mobility</b>, Leipzig Messe  <a href="http://www.euregia-leipzig.com/Agenda/134789">http://www.euregia-leipzig.com/Agenda/134789</a></p>	27.10.2014
	<p><b>EPG 2015: European Power Generation summit 2015,</b></p>	26.-



Media	Activities	
	<b>Amsterdam</b> Presentation of Green eMotion project within lecture on Nov. 26 <sup>th</sup> , title "Technology Scouting Observing and Evaluating the Commercial Viability of New Power Technologies Given Shifting Trends".	28.11.2014
	<b>2 Jahrestagung Schaufenster Bayern Sachsen</b> , Leipzig <a href="http://www.elektromobilitaet-verbindet.de/Jahrestagung-2014.html">http://www.elektromobilitaet-verbindet.de/Jahrestagung-2014.html</a>	9.12.2014
<b>Events:</b>		
	AMP Event „E-Mobility on Stage“, Wien <a href="http://www.austrian-mobile-power.at/events/event/28-e-mobility-on-stage/">http://www.austrian-mobile-power.at/events/event/28-e-mobility-on-stage/</a>	19.8.2014
	<b>Rally to Brussels</b> VERBUND was one of the five European teams, which participated successful at the rally to Brussels to demonstrate functioning Green eMotion roaming and marketplace. Several challenges were to overcome to reach Brussels, related in finding the charging pole at the addressed place.   Ad ditional to the own RFID card from SMATRICES card we had one from ENEL and IBERDROLA. So it was possible to test roaming with different identities. In Germany roaming was done by mobile phone apps.	16.-19. Sept. 2014

Media	Activities	
		
	<b>Bau &amp; Energie</b> , Wieselburg, NÖ Demonstration of EV	26.-28.9.2014
	<b>EcarTec 2014</b> VERBUND presented the achieved results of Green eMotion project to the interested visitors. Additional, an Austrian charging station of Smatrics was exhibited.  	21.-23 Oct 2014
	<b>HAUS &amp; BAU</b> , Ried, OÖ, EV activities, demonstration	7.-9.11.2014
<b>Online:</b>	<b>VERBUND</b> promotes Green eMotion project through our <b>media channels</b> : web site, social networks (twitter)	
	Kontakt 2/2014 (Magazine for employees) 1-pager titled " E-mobility captures Europe"	2/2014

Media	Activities	
	<p>Green eMotion treibt Elektromobilität europaweit voran</p> <p><a href="http://www.verbund.com/cc/de/news-presse/news/2014/05/08/green-emotion-verbund">http://www.verbund.com/cc/de/news-presse/news/2014/05/08/green-emotion-verbund</a></p>	8.5.2014
	<p>Elektromobilität in der Praxis. VERBUND treibt seit Jahren in zahlreichen Projekten und Programmen die E-Mobilität voran, und das auch grenzüberschreitend und europaweit</p> <p><a href="http://www.verbund.com/at/de/haushalte/elektromobilitaet/projekte">http://www.verbund.com/at/de/haushalte/elektromobilitaet/projekte</a></p>	
	<p>Innovation</p> <p><a href="http://www.verbund.com/cc/de/ueber-uns/innovation">http://www.verbund.com/cc/de/ueber-uns/innovation</a></p>	
	<p>Green eMotion treibt Elektromobilität voran</p> <p>Daseinsvorsorge und Elektromobilität. Der Energiekonzern Verbund ist Partner im größten europäischen E-Mobility-Forschungs- und Entwicklungsprojekt</p> <p><a href="http://www.daseinsvorsorge.at/index.php/green-emotion-treibt-elektromobilitaet-voran/">http://www.daseinsvorsorge.at/index.php/green-emotion-treibt-elektromobilitaet-voran/</a></p>	13.05.2014
	<p>Green eMotion conference showcases an EU-wide interoperable electromobility system</p> <p><a href="http://www.eurelectric.org/media/153218/PM_Green_eMotion_BrusselsRally_final.pdf">http://www.eurelectric.org/media/153218/PM_Green_eMotion_BrusselsRally_final.pdf</a></p>	18.9.2014
	<p>Verbund: „Doris startete mit VERBUND-Kollegen im Rahmen der Green eMotion Elektroauto-Sternfahrt in Richtung Brüssel um zu zeigen dass Roaming bereits funktioniert und Elektroautos einfachen und grenzenlosen Zugang zu Ladeinfrastruktur quer durch die gesamte Europäische Union haben“. <a href="http://to.verbund.com/1ogFHs4">http://to.verbund.com/1ogFHs4</a> Source: .../facebook.com/verbund</p> <p><a href="http://photaq.com/page/pic/25913/verbund_doris_startete_mit">http://photaq.com/page/pic/25913/verbund_doris_startete_mit</a></p>	24.9.2014

Media	Activities	
	<a href="#">verbund-kollegen_im_rahmen_der_gr</a>	
	" <b>CROSSING BORDERS meets Green eMotion</b> " - unter diesem Titel fand am 08. Oktober 2014 eine Fachkonferenz zum Thema E-Mobility Roaming in Wien statt. <a href="http://www.crossingborders.cc/news/15-roaming-konferenz">http://www.crossingborders.cc/news/15-roaming-konferenz</a>	
<b>Others:</b>	<b>Lecture e-mobility at University of Applied Science, Technikum, Vienna.</b> In Bachelor Electronics, 3 <sup>rd</sup> year, the students learn basics about e-mobility. Within the Master study Industrial Electronics, 3 <sup>rd</sup> semester, students specialize in the field of e-mobility, covering the system architecture, the components and ongoing relevant projects. Green eMotion is well presented, as there are detailed, actual informations and public reports available.	2013, 2014, ongoing
	<b>Lecture</b> at VERBUND education centre Ybbs Persenbeug, e-mobility.	9.5.2014
	Course: <b>Energy market basics</b> Internal lectures at VERBUND	22.5.2014 20.11.2014
	<b>Climate &amp; Energy Fund of Austrian Federal Government (Klima und Energiefonds der Bundesregierung): Advisory Board</b> , program lighthouse projects e-mobility, Wien Diskussionsrunde zum Thema Internationalisierung und Einbeziehung von Kunden in E-Mobility Leuchtturm Projekten	10.12.2014
<b>Communication planning for 2015</b>	(Please fill in what is planned from your side to support Green eMotion dissemination activities in 2015)	
<b>Events: (exhibition)</b>	Häuslbauermesse, Graz	15.-18.11.2015
	HausBau + EnergieSparen, Tulln	23.-25.1.2015
	Bauen und Wohnen, Salzburg	5.-8.2.2015
	Bauen und Energie, Wien	12.-15.2.2015
	Häuslbauermesse, Klagenfurt	20.-22.2.2015
	Energiesparmesse, Wels	25.2.-1.3.2015

Media	Activities	
	BIOEM, Großschönau	4.-7.6.2015

## 7.5 Design and Communication Guidelines

Design and communication guidelines for the Green eMotion project were setup and communicated right in the beginning of the project with the deliverables D10.1 and D11.2 as well as in D10.3. They are available 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 (available on the internal website Marketing Materials / Templates):

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



**Green eMotion Design Guidelines for various 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

In case of any questions don't hesitate to contact the WP10 lead.