



COMMUNICATION AND DISSEMINATION STRATEGY

D9.1: Communication and dissemination strategy.

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Abstract

USER-CHI aims at unlocking the massive potential of electromobility in Europe. This will be achieved by (1) integrating different innovative charging technologies with a holistic perspective, (2) putting the user at the centre and empowering it, (3) exploiting the synergies between electromobility and the process of greening and smartification of the grid which is taking place to achieve the energy transition in Europe, (4) integrating the technological tools, business models and regulatory measures which will transform the elements cited above into an actual, working ecosystem which improves the user experience of EV users beyond the current levels of ICE vehicles drivers, whilst at the same time makes financially attractive for the relevant private and public actors the large scale deployment of Europe's required user-centric charging infrastructure. USER-CHI will boost a large-scale e-mobility market take-up in Europe, by means of developing integrated smart solutions, novel business models and new regulatory framework conditions, which will be demonstrated and validated in 5 urban areas all along with the European territory: Barcelona metropolitan area (Spain), Rome (Italy), Berlin (Germany), Budapest (Hungary), and Turku (Finland). These 5 sites act as connecting nodes of the key Mediterranean and Scandinavian-Mediterranean TEN-T corridors, while their different sizes, complementary contexts and e-mobility maturity level offer a holistic view of e-mobility in Europe, facilitating the scalability and replicability of the demonstrated solutions. Since large scale replication and transferability of USER-CHI results is one of the cornerstones of the project, a replication city has been included in each of the TEN-T corridors involved in the project: Murcia (Spain) in Mediterranean corridor and Florence (Italy) in Scandinavian-Mediterranean corridor. This, together with the involvement of EURO CITIES will maximise the project impact even after its completion.

Keywords

Communication, dissemination, strategy, plan.

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Executive summary

The USER-CHI's communication and dissemination strategy sets the framework to ensure project's visibility, optimal exploitation, and deployment of the project results to a wide group of stakeholders at European, international, national and local level.

This document describes the target audience, activities, communication and dissemination tools and channels that will enable USER-CHI to be the flagship initiative in Europe to unlock the potential of electromobility in Europe.



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1. About USER-CHI

USER-CHI aims at unlocking the massive potential of electromobility in Europe. This will be achieved by

1. integrating different innovative charging technologies with a holistic perspective,
2. putting the user at the centre and empowering it,
3. exploiting the synergies between electromobility and the process of greening and smartification of the grid which is taking place to achieve the energy transition in Europe,
4. integrating the technological tools, business models and regulatory measures which will transform the elements cited above into an actual, working ecosystem which improves the user experience of EV drivers beyond the current levels of ICE vehicles drivers, whilst at the same time makes financially attractive for the relevant private and public actors the large scale deployment of Europe's required user-centric charging infrastructure.

USER-CHI is an industry powered, city-driven and user-centric project which will build and demonstrate its results around 7 leading cities which span north to south and east to west along 2 key TEN-T corridors. USER-CHI plans an active collaboration between industry, cities and citizens in order to co-create and demonstrate a set of solutions and tools to foster the massive deployment and market acceptance of electric vehicles in Europe by:

1. optimising the design of charging networks with a user-centric approach,
2. deploying an interoperability framework and platform,
3. enhancing scalable infrastructure roll out by means of smart grid integration,
4. developing innovative and highly convenient charging systems for higher market acceptance,
5. co-designing and demonstrating novel and sustainable business and market models,
6. defining legal and regulatory recommendations for a massive deployment of electric vehicles.

USER-CHI will boost a large-scale e-mobility market take-up in Europe, by means of developing integrated smart solutions, novel business models and new regulatory framework conditions, which will be demonstrated and validated in 5 urban areas all along the European territory: Barcelona metropolitan area (Spain), Berlin (Germany), Budapest (Hungary), Rome (Italy) and Turku (Finland). These 5 sites act as connecting nodes of the key Mediterranean and

Scandinavian-Mediterranean TEN-T corridors, while their different sizes, complementary contexts and e-mobility maturity level offer a holistic view of e-mobility in Europe, facilitating the scalability and replicability of the demonstrated solutions.

Since large scale replication and transferability of USER-CHI results is one of the cornerstones of the project strategy, a replication city has been included in each of the TEN-T corridors involved in the project: Murcia (Spain) in the Mediterranean corridor and Florence (Italy) in the Scandinavian-Mediterranean corridor. This, together with the involvement of EUROCITIES and CITIES FORUM will maximise the project impact even after its completion. The 7 USER-CHI demo and replication sites will involve more than 27,000 EVs and 1,800 EVSEs.



2.PART A: Communication and dissemination plan

2.1 Communication and dissemination objectives

The overall aim of USER-CHI's communication and dissemination framework is to spread information about the project using the most efficient ways to guarantee the maximum visibility. This will include an optimal exploitation and deployment of the project results to a wide group of stakeholders at European, international, national and local level.

Through targeted activities, dedicated communication and dissemination tools and channels, USER-CHI wants to be a flagship initiative in Europe to unlock the potential of electromobility in Europe.

At the same time, the project wants to go beyond mere promotion and dissemination of results and encouraging actual significant breakthroughs in Europe in the development of new concepts and business cases.

Dissemination and communication are important for all activities within USER-CHI, but the actual promotion of project results is developed within WP 9 'Communication and Dissemination'. Within WP 9, the high-level communication and dissemination aims are translated into the following operational objectives:

1. Define and implement a common strategy for effective and integrated communication and dissemination of the USER-CHI project, all demonstration cases and their results;
2. Support demonstration cities with their local and European dissemination activities;
3. Develop the necessary online and offline tools and channels for appropriate communication and dissemination;
4. Inform key stakeholders, such as cities, industry and citizens, and disseminate the project's activities and results at local, national, European and international levels;
5. Increase the project's visibility beyond the USER-CHI consortium, thus broadening the project acceptance and influencing the uptake of its results;
6. Ensure a wide visibility of the project's activities and results by participating in project-related and external events, targeting a broad range of addressees;

7. Cooperate and collaborate with other related H2020 funded projects and initiatives thus widening the USER-CHI impact in this field.

2.2 Communication and dissemination target groups

The main target audience of the project is the general public including e-mobility users, electromobility service provider (EMSP), charging points operators (CPO) and manufacturers, distribution system operators (DSO), local authorities, policy-makers, logistics and transportation companies, mobility operators and sharing services providers, the scientific community and other stakeholders involved in the project. Special focus will be given to existing networks and associations which can engage with potential users of the services, products, and tools to be developed and deployed in the pilots during the project.

The different communication products will provide different levels of detail, depending on the purpose and/or the target group they serve.

TABLE 1: TOOLS AND TARGET AUDIENCE

<div> Main dissemination tools </div> <div> Target audience </div>	Website	Leaflets/roll-ups/ gadgets	Videos	Social media	Newsletters	Podcasts	Scientific/Sectorial publications	Events	Webinars	Replication manual	Policy and research recomm.
General public including end-users	x	x	x	x		x		x			
EMSP	x	x					x	x	x		
CPO and CPO manufacturers	x	x					x	x	x		
DSO	x	x					x	x	x		
Local authorities	x	x	x	x	x	x	x	x	x	x	x
Local policy makers	x	x	x	x	x	x		x		x	x
Logistics and transportation companies	x	x	x	x			x	x	x		

<div> Main dissemination tools </div> <div> Target audience </div>	Website	Leaflets/roll-ups/ gadgets	Videos	Social media	Newsletters	Podcasts	Scientific/Sectorial publications	Events	Webinars	Replication manual	Policy and research recomm.
Mobility operators and sharing services providers	x	x	x	x			x	x	x		
Scientific community	x	x		x			x	x	x		
Electricity provider companies	x	x					x	x	x		
Professional media	x	x	x		x	x	x	x			
Local, regional and national transport planners	x	x	x	x	x	x	x	x	x	x	x
National governments and national regulatory authorities	x	x		x			x	x	x		x
TEN-T corridor coordinators	x	x		x	x		x	x	x		x
EU policy makers	x	x	x	x	x	x	x	x	x	x	x

USER-CHI will develop 8 products that will target specific target audiences through specific dissemination tools. In the table below, the products, the respective audience and dissemination tools are summarized.

TABLE 2: USER-CHI PRODUCTS, TARGET AUDIENCE AND DISSEMINATION TOOLS

Product	Target Audience	Dissemination tool
CLICK	Local transport planners, sharing services providers and mobility operators	Website Leaflet/roll-ups/gadget Social media Newsletters Scientific/sectorial publications

Product	Target Audience	Dissemination tool
Station of the Future	General public including end-users, CPOs and CPOs manufacturers	Events Webinars Replication manual Policy and research recommendations
		Website Leaflet/roll-ups/gadget Social media Newsletters Webinars Replication manual Policy and research recommendations
eMoBest	Local authorities Local policy makers Local, regional and national transport planners TEN-T corridor coordinators EU policy makers	Website Leaflet/roll-ups/gadget Videos Social media Podcasts Events Webinars Replication manual Policy and research recommendations
INFRA	CPOs, EMSPs, DSOs, local transport planners	Website Leaflet/roll-ups/gadget Social media Newsletters Scientific/sectorial publications Webinars Replication manual

Product	Target Audience	Dissemination tool
		Policy and research recommendations
INCAR	CPOs, EMSPs, general public including end-users	Website Leaflet/roll-ups/gadget Social media Newsletters Scientific/sectorial publications Webinars Replication manual Policy and research recommendations
SMAC	CPOs, EMSPs	Website Leaflet/roll-ups/gadget Social media Newsletters Scientific/sectorial publications Webinars Replication manual Policy and research recommendations
INSOC	local transport planners, sharing services providers and mobility operators (LEVs)	Website Leaflet/roll-ups/gadget Social media Newsletters Scientific/sectorial publications Webinars Replication manual Policy and research recommendations
INDUCAR	local transport planners, general public including end-users, CPOs	Website Leaflet/roll-ups/gadget

Product	Target Audience	Dissemination tool
		Social media
		Newsletters
		Scientific/sectorial publications
		Webinars
		Replication manual
		Policy and research recommendations

2.3 Promotion tools

2.3.1 Project logo

The visual identity establishes a common and recognisable brand for USER-CHI, which will be used for all project communication and dissemination.

The project identity relates to the appearance and visibility of a project towards the external stakeholders. This includes a logo and templates for project deliverables and PowerPoint presentations. At the heart of the project identity is the project logo which symbolises the electric charging process with a user-friendly approach.

There are two logo formats: horizontal and square, the horizontal one being the principal and the square one being used for social media purposes, or when it is not possible to use the horizontal one. Each logo has a variation with white background and gradient overlay. The one with coloured background is the principal and it is to be used on white backgrounds. When not possible, the variation is to be used.



FIGURE 3: SQUARE LOGO



FIGURE 4: VARIATION OF THE SQUARE LOGO



FIGURE 1: HORIZONTAL LOGO



FIGURE 2: VARIATION OF HORIZONTAL LOGO

2.3.2 Graphic charter and templates

The graphic charter (Annex 2) is a comprehensive document that lists the presentation rules for the graphic elements that convey the project's visual identity, including use of logo and its variations, fonts, colours, basic graphic elements. This is used as a reference for designers, in the development of publications, website, etc..

Role of partners & timing:

EUROCITIES leads this task and coordinates with the designer for the development of the logo.

ETRA provides feedback to the options proposed.

The project logo was completed in M3 (April 2020)

The templates include both Word documents for deliverables and memos, and a PowerPoint presentation.

The graphic charter and templates are disseminated to all USER-CHI partners and stored in the shared online space. All partners will also be asked to clearly refer to the Horizon 2010 funding programme when presenting project results.

Role of partners & timing:

EUROCITIES leads this task and coordinates with the designer for the development of the graphic charter and templates.

The graphic charter and templates were completed by M3 (April 2020)

2.3.3 Leaflets

The project leaflet is produced and used as the project's business card towards the external stakeholders, presenting the USER-CHI objectives, city partners, products and expected results at a glance. It is in English and printed in approximately 5000 copies. A downloadable version of the leaflet will be available on the project website in the languages of the consortium (Spanish, Catalan, German, Hungarian, Italian and Finnish).



FIGURE 5: DRAFT LEAFLET

Role of partners & timing:

EUROCITIES is responsible for drafting the text of the leaflet and for coordinating the layout process with the designer.

ETRA provides feedback on the content and the different layout options proposed

CITY PARTNERS support with the translation.

The leaflet is produced by M6 (July 2020).

2.3.4 Gadgets and roll-ups

USER-CHI will produce project gadgets (such as USB sticks, power banks, pens, tote bags) to be distributed during networking and project's events.

7 roll-up banners are produced for promoting the project at events. One roll-up banner per demonstrator city, one for the coordinator and one for the communication and dissemination leader. They form a coherent identity with other communication elements in the USER-CHI brand. The roll-ups for the coordinator and the communication and dissemination leader convey the project's key message and promote the website as a source for more information. The roll-ups for cities convey more city specific information such as attractive city specific images and project content.



FIGURE 6: DRAFT ROLL-UPS

Role of partners & timing:

EUROCITIES is responsible for drafting the text of the general roll-ups and for coordinating the layout process with the designer.

ETRA provides feedback on the content and the different layout options proposed.

CITY PARTNERS provide translations and images to be included in their roll-ups.

The roll-ups are produced by M6 (July 2020).

The gadgets will be produced during the project's lifetime and available for networking and project's events.

2.4 Digital communication tools

2.4.1 Project website

The website informs the public, and all the other project's target audiences about the aims, outcomes and products of the project. It is the project's first window for external stakeholders, providing information on USER-CHI objectives, partners, products, publications, news and success stories. It features the demonstrator and replication cities in detail, including stories for inspiration in other cities across Europe.

The updating process is user friendly and does not require specialised skills and the Wordpress based content management system allows for the easy creation of new pages, inclusion of new text, image and video content. The website features dedicated pages for news and events in a blog style. The website embeds videos, podcasts, and publications.

The website addresses all target groups and is developed in a user-friendly way, ensuring easy and smooth navigation. The USER-CHI website can be consulted at: <http://www.userchi.eu>.

The website also includes links to dedicated USER-CHI pages on social media, i.e. YouTube, LinkedIn and Twitter (see Social Media for further details).

Primary language of the website is English, although some specific content is provided in one of the USER-CHI languages (leaflets for example) and it supports google translation features. The website does not include a protected area which is located on a third-party tool (Alfresco) to facilitate the exchange of documents, discussions and disseminate information.

Initially, the website is structured as follows:

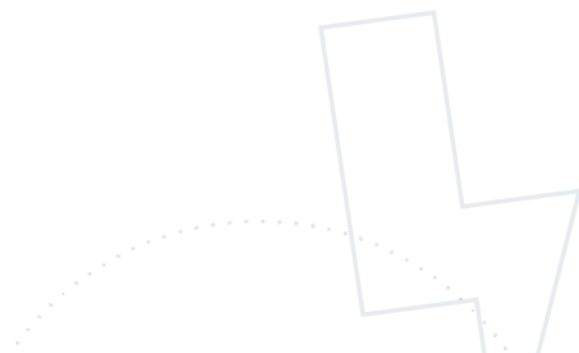


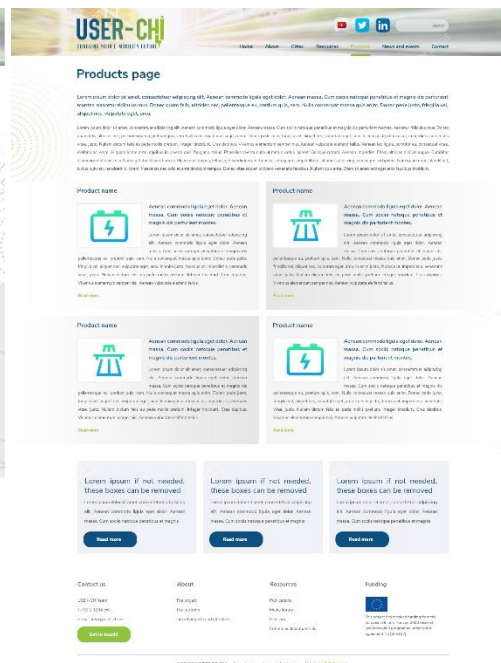
TABLE 3: WEBSITE INITIAL STRUCTURE

Home	About	Cities	Resources	Products	News and events	Contact us
	The project	Barcelona	Publications	CLICK	News	
	The partners	Berlin	Media library (videos, podcasts)	Station of the future	Events	
	Linked projects and initiatives	Budapest	Communication material (leaflets, postcards or other communication material)	eMoBest		
		Rome	Glossary	INFRA		
		Turku		INCAR		
		Florence		SMAC		
		Murcia		INSOC		
				INDUCAR		

The images below show an initial design sketch of the website.

FIGURE 7: WEBSITE DRAFT LAYOUT





Role of partners & timing:

EUROCITIES is responsible for briefing and coordinating the creation/layout process with the designer.

ETRA provides feedback on the content and the different layout options proposed.

CITY PARTNERS provide input on city specific content.

The project website is produced by M6 (July 2020).

2.4.2 Videos

Videos will be produced for each demonstration city and each replication city. An additional replication video will present the project as a whole. These videos will be uploaded on a dedicated

Role of partners & timing:

EUROCITIES is responsible for briefing and coordinating the creation process with the video maker.

ETRA and CITY PARTNERS provide feedback on the content.

The project website will be produced by M12 (January 2021).

page on YouTube (see Social Media) at strategically important moments and will be embedded on the project's website.

2.4.3 Social media

By using social media, the project aims to fulfil the following objectives:

- Maximise the return on investment by steering additional traffic to the USER-CHI website;
- Complement traditional communications channels e.g. printed publications, events, press outreach and targeted mailings;
- Give an informal, 'human' voice to USER-CHI to promote comprehension of and engagement with the project;
- Monitor mentions of USER-CHI, project partners, project outcomes and other important activities;
- Engage with influencers and critics on key issues and amplify positive comments;
- Provide on-site coverage of key events for those who cannot attend.

2.4.3.1 Twitter

Twitter has the potential to deliver many benefits in support of USER-CHI communications objectives. The USER-CHI tweets will contain:

- The latest news from the project and electromobility and smart charging world;
- Live coverage from events;
- News and pictures from meetings or workshops;
- Pictures of electric charging infrastructures;
- Twitter capsules (short videos recorded at consortium meetings, short interviews, quotes from the partners or key stakeholders and users);
- Retweets from related twitter accounts of initiatives, partners, cities and projects.

Furthermore, USER-CHI will engage with social media influencers on electromobility to bring the project to life and amplify its message through their networks, building the buzz, so people will see, hear and share with others. Examples of social media influencers to engage with are: Kevin O'Donovan (@Kevin_ODonovan), Andreea Strachinescu (@stracma), Jean-Michel Glachant (@JMGlachant) and Saul López (@slcuervo).

The USER-CHI twitter account is: @Userchi_H2020

The USER-CHI Twitter page can be consulted at: https://twitter.com/Userchi_H2020

Used hashtags include: #USERCHI, #electromobility, #smartcharging, #electrification, #emobility, #sustainability.

The USER-CHI Twitter account was created in March 2020 and counts 34 followers and 24 tweets so far. The target is to reach 400 followers.

Role of partners & timing:

EUROCITIES will be responsible for the USER-CHI Twitter.

Tweets will be posted on a weekly basis.

2.4.3.2 LinkedIn

The dedicated USER-CHI profile on LinkedIn aims to create an expert community of USER-CHI partners and related stakeholders, where urban transport and e-mobility professionals can learn about USER-CHI developments as well as virtually meet and exchange experiences on USER-CHI related topics.

The aim of the USER-CHI LinkedIn profile is therefore to:

- Enable knowledge transfer between urban transport and e-mobility stakeholders.
- Share experiences and enhance collaboration.
- Keep in touch with peers.
- Announce events.

The USER-CHI LinkedIn user profile can be accessed at: [linkedin.com/in/user-chi-project-6aa8a71a6](https://www.linkedin.com/in/user-chi-project-6aa8a71a6)

It was established in April 2020 and it counts 57 followers, while the overall target is to reach 500 connections towards the end of the project.

Role of partners & timing:

EUROCITIES will be responsible for the USER-CHI LinkedIn profile.

News will be posted to the LinkedIn profile on a monthly basis.

2.4.3.3 YouTube

Youtube will be used primarily to publish the eight videos that will be produced about the demonstrator cities, the replicator cities and the general one. It will also collect the recordings from the webinars and other relevant videos that might occur during the course of the project. This communication channel will provide a more visual understanding of the project, of the project activities and measures implemented.

USER-CHI will use the EUROCITIES' YouTube channel to make the most of its consolidated visibility and existing subscribers. EUROCITIES' YouTube channel can be accessed at: https://www.youtube.com/channel/UCK-tEG_e2eKYFdPVdGdK0-w

It counts 455 subscribers.

Role of partners & timing:

EUROCITIES will be responsible for populating the EUROCITIES' Youtube channel with USER-CHI content.

The 8 videos and the webinar recordings will be published as soon as ready.

2.4.4 Newsletters

USER-CHI will make link with other relevant initiatives and projects and use their newsletters for promoting the project results. Those are for example, the Eltis newsletter, which is tackling urban transport news monthly; the CIVITAS MOVE newsletter, which is the quarterly CIVITAS initiative newsletter. EUROCITIES will also use FLASH (over 3000 readers from city politicians to experts) - its own newsletter - to engage with cities and promote the project to other cities. The articles featured in existing newsletters will ensure a regular flow of information to those working in the field of transport and innovation, sustainable urban transport, other identified target groups and all interested stakeholders. This system will keep the wider European transport community informed about the project's progress and intermediate results, announcements of events and webinars, and news from the cities.

Role of partners & timing:

EUROCITIES will be responsible for the USER-CHI articles to be featured in existing newsletters with inputs from partners on the content.

The articles will be published regularly to ensure at list 3-4 mentions per year.

2.4.5 Podcasts

5 podcasts will feature interviews with experts from cities to present best practices but also discuss challenges and solutions that could be beneficial to other cities. Podcasts will be recorded and made available on the USER-CHI website.

Role of partners & timing:

EUROCITIES will be responsible for the podcasts with the participation from relevant partners.

The podcasts will be published on the website when available.

2.5 Publications and media

2.5.1 Press and media

At important milestones which could interest a larger audience, press releases will be issued through EUROCITIES media channels to European general and specialised media, as well as to the networks, platforms, initiatives and stakeholders. These could include:

- European Energy Innovation
- Intelligent transport
- Eurotransport
- Passenger Transport
- European Voice
- European Parliament Magazine
- Cities Today Magazine
- Thinking Cities
- Urbanicity
- Connected Mobility HUB
- EIT Urban Mobility

USER-CHI demonstrator and replicator cities will also communicate with the national and local press to inform them about the project milestones and results.

Role of partners & timing:

EUROCITIES will be responsible for placing USER-CHI news through EU media channels.

Promoting USER-CHI via media will take place continuously throughout the project.

2.5.2 Scientific publications

Some more technical results will be facilitated by USER-CHI relevant partners to be published in relevant scientific journals at international or national level, such as:

- International Journal of Electric and Hybrid Vehicles
- Journal of Energy Storage
- Transportation Research Part D: Transport and Environment
- Energy Transport Policy
- Energy Research & Social Science
- International Journal of Sustainable Transportation
- Renewable & Sustainable Energy Reviews
- Infrastruktur und Recht
- Renewable Energy
- Internationales Verkehrswesen
- Applied Energy
- World Electric Vehicle Journal
- Energy Policy
- The Journal of Sustainable Mobility
- Energy Efficiency
- Verkehr und Technik (V+T)
- IEEE Transactions of Smart Grids

Crossed dissemination action could also be envisaged with the Transport Studies Unit from the University of Oxford.

Role of partners & timing:

Relevant partners will be responsible for placing USER-CHI scientific articles in relevant scientific journals at international or national level.

Scientific articles will be drafted as relevant results will emerge from the project.

2.5.3 USER-CHI publications

USER-CHI will in principle not print publications, but rather will make them available in digital formats that are easy to read on screen while also making them available for download for those who want to share them or print them in-house. This will be the case, for example, of the replication manual that will provide an overview of different technologies, strategies that have been tested by the demonstrator cities and offer technical and strategic guidelines on how to successfully transfer these solutions to other cities. Similarly, the policy and research recommendations will primarily be made available online and promoted through social media.

Role of partners & timing:

EUROCITIES will be responsible for drafting and publishing the digital replication manual and the policy and research recommendations.

The policy and research recommendations are due by M42, whereas the replication manual is due by M45.

2.6 Events and webinars

Through the life span of the project, USER-CHI will organize and participate in different events, at local, national, European and to smaller extent at international level. In addition, various types of webinars will be organized to reach out to a larger audience.

2.6.1 Networking events

Events play an important role in the dissemination and networking strategy, giving an opportunity to promote and communicate about the project. They allow direct contacts and discussions with the USER-CHI audience, therefore enlarging the virtual communication engaged via the USER-CHI website, news, publications and social media.

The aim is to disseminate USER-CHI at local, national, European and international external events. In general, it will be asked to the USER-CHI partners to select the national and local scales events and their participation has to be agreed by the Project Coordinator. At European and international levels, EUROCITIES, in agreement with the Project coordinator, selects all the events relevant for the project dissemination and chooses the relevant spokesperson(s) from the project consortium. The main criteria are the event's topic, its scale, target, audience, agenda and more generally its added value for the project. Participation to events taking place outside the European Union will always be checked with the Project Officer. E-Mobility related events will be privileged, as well as opportunities to speak at roundtable discussions or at the European Parliament, European Commission or Committee of Regions. A list of possible external events where USER-CHI could be presented has been carefully prepared in advance in order not to miss a good opportunity for dissemination.

TABLE 4: LIST OF POTENTIAL NETWORKING EVENTS

Meeting/Event	Date	Location
CIGRE Technical exhibition	23-28/08/2020	Paris
Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place	18-19/02/2020	Brussels

Meeting/Event	Date	Location
ECEEE– European Council for an Energy Efficient Economy	TBC	TBC
EEVC – European Battery, Hybrid and Fuel Cell Electric Vehicle Congress	TBC	TBC
Electric & Hybrid Vehicle Technology Expo & Conference Europe	28-30/04/2020	Stuttgart
European Grid Integration & Electricity Ancillary Services Forum	TBC	TBC
EUSEW - Sustainable Energy Week	23-25/06/2020	Brussels
EUW - European Utility Week	27-29/10/2020	Milan
EVER- International conference on ecological vehicles and renewable energies	28-30/05/2020	Monaco
EVS33 – the Electric Vehicle Symposium & Exhibition	14-17/06/2020	Portland, US
Green Cities	03-05/06/2020	Szczecin
FISITA world congress	14-18/09/2020	Prague
Hybrid and Electric Vehicle Technologies Symposium	28-30/01/2020	Pasadena, US
ICSG – International Smart Grid Congress and Fair	08-09/04/2020	Istanbul
IEEE PES General meetings	2-6/08/2020	Montreal
IEEE Powertech	28/06-2/07/2021	Madrid
IGESC - IEEE Green Energy and Systems Conference	TBC	TBC
InnoGrid2020+	5-6/05/2020	Brussels
International Conference on Improving Energy Efficiency in Commercial Buildings and Smart Communities (IEECB&SC'20)	12-13/03/2020	Frankfurt

Meeting/Event	Date	Location
IRES – International Renewable Energy Storage Conference.	10-12/03/2020	Dusseldorf
ISGT – Innovative Smart Grid Technologies Conference	25-28/10/2020	The Hague
ITS European Congress	18-20/05/2020	Lisbon
ITS World Congress	11-15/10/2021	Hamburg
Smart City Expo World Congress	17-19/11/2020	Barcelona
Smart Mobility World Congress	17-19/11/2020	Barcelona
Sustainable urban mobility days	29-30/09-1/10/2020	Brussels
TEN-T days 2020	13-15/05/2020	Šibenik
Transfiere (Spain)	12-13/02/2020	Malaga
Transport Research Arena 2020	27-30/04/2020	Helsinki
VPCC - IEEE Vehicle Power and Propulsion Conference	26-29/10/2020	Gijon
World Sustainable Energy Days 2020 (WSED)	04-06/03/2020	Wels
3rd European Energy for Smart Mobility forum	13-14/10/2020	Marseille
EIT Urban Mobility Talks / Matchmaking / Mobility Talks	TBC	Online

EUROCITIES, and other USER-CHI partners, will also make use of their internal events to further promote the project and reach out to cities and other relevant stakeholders. For instance:

TABLE 5: EUROCITIES NETWORKING OPPORTUNITIES

Meeting/Event	Date	Location
EUROCITIES Mobility Forum meeting	June/2021	Madrid

EUROCITIES Economic Development Forum meeting	TBD	TBD
EUROCITIES Environment Forum	18-20/03/2020	Porto/Guimaraes
EUROCITIES Public procurement WG	TBD	TBD
EUROCITIES Long-Term investment WG	TBD	TBD

The linking with other existing projects and initiatives will also be performed by attending selected events. (see “coordination with other initiatives”).

CITIES FORUM can make use of their international partnerships with urban mobility & smart city related events to give visibility to USER CHI and to foster networking opportunities with a wide range of stakeholders. Below there are some of the events where CITIES FORUM will have an active involvement as knowledge partner.

TABLE 6: CITIES FORUM NETWORKING OPPORTUNITIES

Meeting/Event	Date	Location
Smarter Mobilty EUROPE LIVE	1/07/2020	Online
ECOMM 2021	TBD	TBD
GO MOBILITY 2021	TBD	Irun
IMPACT MOBILITY: VIRTUAL SUMMIT	7/07/2020	Online
CONGRESO DE CIUDADES INTELIGENTES	15/09/2020	Madrid
SMART CITY EXPO BUENOS AIRES	16/07/2020	Buenos Aires
LATAM MOBILITY SUMMIT MEDELLIN 2020	30/09/2020	Medellín

Role of partners & timing:

EUROCITIES will be responsible for creating and maintaining an event planner with the main events to be targeted.

This will be a continuous task throughout the project.

2.6.2 Project's events

USER-CHI will organize three main project events during its lifetime. A project launch event will be organized at the start of the project to present the objectives and ambition of the project, what it can offer to other cities, while looking at how it can contribute to the implementation of the new Green Deal policies. The launch event will enable networking opportunities among representatives from relevant associations (AEDIVE), private companies (CPOs, EMSPs, DSOs), transport planners, cities and EV users. A mid-term event will then be organized for an external audience to promote the first results of the project and a final conference will bring together the final results and the main outcomes of USER-CHI. The events will engage around 50-100 participants. Representatives from cities will be primarily targeted and invited to learn from those events. As much as possible, these events will build on synergies with other relevant events such as EUSEW (European Sustainable Energy Week), the Covenant of Mayors, European Mobility Week, the CIVITAS Forums, and MEISTER, amongst others.

Role of partners & timing:

EUROCITIES will be responsible for organising the three project events with inputs from the project partners.

The public launch event will happen between M3 and 6 (delayed due to COVID-19 crisis), the mid-term event between M20 and 24; the final event between M45 and 47.

2.6.3 Webinars

The events will be complemented by technical webinars and peer-learning webinars open to external stakeholders and other urban nodes on the TEN-T corridors. The technical webinars will be organized to present, with a technical angle, the solutions that are being implemented in the demonstrator cities. The peer-learning webinars will focus on good practices and solutions from the demonstrator and replicator cities and will be open to other cities to learn. External cities might also be invited to participate as presenters in those webinars to cross-fertilise the USER-CHI implementation and learning process.

2.7 Coordination with other initiatives

USER-CHI will regularly cooperate and collaborate with other Horizon 2020 funded projects, urban mobility initiatives and network associations in order to maximize the creation of synergies and the impacts achieved. USER-CHI will also ensure and promote clustering and liaising with other relevant RDI projects and initiatives in the European context.

Examples of associations/initiatives to cooperate with are:

- World Electric Vehicle Association (WEVA): <http://www.worldelectricvehicleassociation.info/>
- CIVITAS Initiative: <http://civitas.eu/>
- EIT Urban Mobility <https://www.eiturbanmobility.eu/>
- Agency for the Cooperation of Energy Regulators (ACER): <http://www.acer.europa.eu/>
- EC BRIDGE Initiative: <http://h2020-bridge.eu/>
- European Technology and Innovation Platform Smart Networks for Energy Transition: <http://etip-snet.eu/>
- European Association for Storage of Energy (EASE): <http://ease-storage.eu/>
- International Renewable Energy Agency (IRENA): <http://www.irena.org>
- EDSO for Smart Grids (EDSOE): <http://www.edsoforsmartgrids.eu/>
- Eltis, the urban mobility observatory: <http://www.eltis.org/>
- ICLEI, Local Governments for Sustainability: <http://www.iclei.org/>
- European Network of Living Labs: <http://www.openlivinglabs.eu/>
- CAT-MED, Platform for Sustainable Urban Models: <http://www.catmed.eu/index.php?idioma=en>
- INCIT-EV : <https://cordis.europa.eu/project/id/875683/it>
- SOLUTIONSplus: <https://cordis.europa.eu/project/id/875041>
- LONGRUN: <https://cordis.europa.eu/project/id/874972>
- AVERE – The European Association for Electromobility <https://www.aver.org/>
- AUVE – Spanish Association of EV users <https://www.auve.org/>
- AEDIVE - Spanish Associations of E-vehicle companies <https://aedive.es>

2.8 Collection and processing of personal data

In order to inform interested parties about the project, contact details of those parties will be collected and saved throughout the project. Contact details of interested parties are personal data according to Art. 4 (1) General Data Protection Regulation (GDPR). Therefore, specific requirements and obligations, deriving from the GDPR, will be implemented by the data processor.

Special attention will be given to the requirement of informed consent prior to the processing of data, in order to guarantee its lawfulness based on Art. 6 (1) a GDPR. Hence, only contacts who have provided their consent will be added to the USER-CHI contact database in order to stay informed. The legal and ethical requirements for consent are laid out by D11.2 (Research Participants Involvement Report).

Besides, the contact database will only be accessible to the Communications Manager. The Communication Manager will make sure that the required technical and organizational measure for data security, which are described in D11.4 (Protection of Personal Data Report), will be met.

Moreover, registering to events and webinars will be possible via a GDPR compliant form, which meets the obligations described by D11.4 (Protection and personal data report).

2.9 Deployment

2.9.1 Phased approach

Communication and dissemination are permanent activities throughout the duration of the USER-CHI project. Still, there will be specific occasions and project milestones that can be identified as particularly suitable for outreach activities towards the project's envisaged target groups. This can include the organisation of an event, when key results become available, when a publication is launched, when one of the demonstrated measures takes an important step towards innovation, etc.

2.9.1.1 Phase 1: create expectations and general promotion

In the first year of the project, communication and dissemination efforts will mainly be geared towards establishing USER-CHI as a well-known brand in the world of electric mobility transport. The aim is to maximise the project's visibility. During this start-up phase, the delivery of communication tools will support the project's dissemination activities and will provide good opportunities to actively reach out to the USER-CHI audience. Those include the project website and its visual identity, roll-ups and leaflets summarising the main USER-CHI messages, as well as videos to be used at events and online. A communication training will be organised in May 2020 for all partners and, for cities especially, to prepare key messages and use them in all communication activities. A public launch event will present the project and its ambition to the main USER-CHI target audience. Social media tools will be created at this stage and used on a regular basis, promoting and covering the public launch event and the first webinars and peer learning visits, as well as events in which USER-CHI is involved and information that may be of interest of the stakeholders. Additionally, during this stage, articles on the launch and first activities of the project will be featured in existing newsletters and in EU publications. Articles concerning the project will be announced through the social media channels, published on the website.

2.9.1.2 Phase 2: general and specific promotion

As from the second year, general promotion will continue on the project's website, the project's social media account, and existing newsletters. A mid-term public event will be organised for interested cities and stakeholders alongside existing events, such as EUSEW, European Mobility Week, CIVITAS Forums, or other e-mobility related events. The project Partners will further work to maximise the project's visibility by regular updates on the website and social media accounts.

At the same time, as the first results and deliverables will be available for their exploitation, the disseminative activities will include more developed and technical content. Specific promotion will start to be shaped where content will be adapted to provide the targeted audience with specific information and results that are most suitable to their interest and objectives. Specific

promotion, for example, will concentrate on promoting results from the demonstration cases and replication activities. While the technical results from the demonstration cases will be communicated through technical webinars, scientific publications and articles on specialised magazines, the outcomes of the replication activities will be disseminated through the peer-learning websites, videos, twitter capsules and podcasts.

2.9.1.3 Phase 3: Capitalisation of results and spread lessons learned

In the last phase of the project, dissemination and outreach activities will increase even further, as more and more final results become available, culminating at the USER-CHI final Event. The focus will then shift towards capitalising USER-CHI results and spread the lessons learned with a view to encouraging other cities to take-up USER-CHI results and replicate its innovations. A replication manual will collect online the different technologies, strategies that have been tested by the demonstrator cities and will offer technical and strategic guidelines on how to successfully transfer those solutions to other cities, beyond the end of the project. Policy and research recommendations will be produced in this phase to foster a massive deployment of electromobility in Europe. The USER-CHI website will remain online in order to consult the information and the results of the project once it is completed. Through these combined efforts, the USER-CHI project hopes to create a meaningful and relevant heritage that can really make a difference and give a boost to unlock the electromobility potential in Europe.

2.10 Monitoring and Key Performance Indicators (KPIs)

An effective dissemination strategy will only continue to be effective if it is considered as an evolving and constantly developing process. The environment around USER-CHI will change during the lifecycle of the project and the contexts within which the target audiences are working will also change.

This means that suitable mechanisms will be set up for reviewing the dissemination progress and the extent to which the dissemination strategy is meeting the objectives. A published article (Annex 3) and participated events tracker (Annex 4) has been developed that will be updated regularly by EUROCITIES and by all the project partners.

These trackers together with other KPI's described below will form the basis for monitoring dissemination and remediating gaps in the implementation of this strategy. It will also allow to closely follow all the dissemination activities while keeping a global view at the project's level of the ongoing communication activities. Consortium Partners are regularly invited to send all their dissemination feedbacks to EUROCITIES (articles, interviews, participation or organisation of events, etc.). Feedback from events' participants and readers of USER-CHI different outputs will be collected and used as quality control tool to optimise the dissemination deliverables to the needs of our target audience. Discussions on the applicable strategy dissemination and communication actions will include the relevant partners who are the best placed to understanding the evolution of the environment.

TABLE 7: COMMUNICATION KEY PERFORMANCE INDICATORS

Tools and means	Monitor indicators
Website	Number of visits on the website
	Number of references to the project on the search engines
	Number of downloads from the website
	Number of external links pointing to the website
Social media	Number of followers/likes/engagements
	Number of posts shared on social media
Videos	Number of views
Newsletters	Number of news, articles featured in existing newsletters
Podcasts	Number of users of the USER-CHI podcasts
Press and media	Mentions in the media
Scientific publications	Number of publications in scientific journals
Events	Number the participant at the events
	Number of events

2.11 Deliverables and milestones

2.11.1 Deliverables

TABLE 8: LIST OF COMMUNICATION DELIVERABLES

Number	Title	Due Date	Month
D9.1	Communication and dissemination strategy	July 2020	M6
D9.2	Project logo	July 2020	M6
	Graphic charter and templates	July 2020	M6
	Leaflets	July 2020	M6
	Gadgets and roll-ups	July 2020	M6
	Project website	July 2020	M6
D9.3	Videos	Jan 2021	M12
D9.4	Media material and publications	Jan 2022	M48

D9.5	RDI projects and European initiatives cooperation activities	Jan 2022	M48
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2.11.2 Milestones

TABLE 9: LIST OF COMMUNICATION MILESTONES

Title	Due Date	Month
One day communication training	June 2020	M5
Public launch event	Apr-July 2020	M3-6
Mid-term event	Sep 2021-Jan 2022	M20-24
Final conference	Oct-Dec 2024	M45-47

2.12 Resources

2.12.1 Staff

In total 221 month of staff resources have been allocated to the communication and dissemination activities. They are distributed among the consortium as follows:

TABLE 10: STAFF RESOURCES FOR COMMUNICATION

Partner	Effort	Partner	Effort
ETRA	19.00	ENEL	3.00
IBV	6.00	IPT	3.00
AMB	9.00	TUR	12.00
BUD	17.00	ENER	3.00
BKK	3.00	TVT	5.00
GEW	15.00	VASO	5.00
VMZ	4.00	CIR	3.00
IKEM	3.00	QWI	3.00
EUR	58.00	FLO	7.00
RSM	8.00	MUR	7.00
FIT	3.00	UNE	2.00
ENEA	3.00	CIT	14.00
DSI	6.00	TOTAL	221

2.12.2 Direct costs

TABLE 11: COMMUNICATION DIRECT COSTS

Type	Amount
Hosting 1 communication training	3,000€
Visual identity toolkit graphic designer	5,000€
Leaflets, roll-ups production and printing costs (5,000 leaflets/postcards and 7 roll-ups)	12,000€
Project website developer	15,000€
Website operational costs (domain, name, etc.)	5,000€
7 city videos + 1 common to all cities	8 x 6,000€ = 48,000€
Hosting 3 project events	3 x 5,000€ = 15,000€

2.13 Local dissemination

Online and downloadable versions of the leaflet will be translated in the languages of the consortium (Spanish, Catalan, German, Hungarian, Italian, Finnish). Tailored versions of the roll-ups will also be prepared to be used by the demonstrator cities in their local dissemination activities.

A local dissemination strategy template (Annex 1) has been made to identify the main actions and tools available to demonstrator cities to disseminate the experiences of the project to their target groups. The aim of this local dissemination strategy is to establish the means for effectively communicating and disseminating the experiences of USER-CHI at local, regional and national level. The local dissemination strategy template has been sent to all cities for their completion and will be annexed to this document by M12. The local dissemination strategy complements this USER-CHI overall project dissemination and networking strategy. The local dissemination strategies will be completed and monitored continuously throughout the project lifetime.

3. PART B: Exploitation plan

According to the definition of the EC [9], “Exploitation” means the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities. This definition may be highlighted in two main points to be covered:

- To make use of the results; recognising exploitable results and their stakeholders.
- To concretise the value and impact of the R&I activity for societal challenges.

The exploitable results of the USER-CHI project will be based on the 8 products that have been detailed in chapter 2.2.

3.1 Exploitation activities

The exploitation activities shown in this Exploitation Plan are based on the methodology defined by the META group [10] and their *Support Services for Exploitation of Research Results* [11]. This methodology has been utilized by several previous HORIZON 2020 projects and USER-CHI will adapt it for successfully performing its exploitation actions in two phases, as explained below.

3.1.1 Phase 1: M1-M30

During the first 30 months of the project, the consortium will focus on designing and developing the eight USER-CHI products. For this reason, the exploitation activities do not have a high role during this phase. The consortium will rather focus on the dissemination and communication activities for raising awareness of the future outputs of the project and thus facilitating the exploitation activities to be analysed as from M30.

During the firsts 30 months, the partners will reflect on how they can exploit their participation in the project together with the design and first developments of the USER-CHI technologies. These exploitation plans will be also the basis for the IPR management of the project.

The content of these individual plans will be based on the following structure:

- **NAME OF THE PARTNER**
- **ORGANIZATION BACKGROUND.**

An overview of the company showing what is its business field and its expertise (not more than one page is required).

- **USER-CHI EXPLOITABLE RESULTS**
 - o To explain what are the project’s developments or main contributions that create benefits to the company business.
 - o To check the involvement in the different USER-CHI tasks.

- The partners will use this table to sum up this section.

TABLE 12: PROJECT EXPLOITABLE RESULTS PER PARTNER

N°	Project exploitable result	Responsible partner(s)	Action	Time to market (months after end of project) --- Actions to be performed (if you are an end-user)
1	(Normally your name, but check if other partners are also involved)	Can be: Software, Module, Hardware, Report, Research paper, Service, Know-how, Publicity, Other (please specify)	(If the result will be exploited during the project, please specify it)
2	(Use as many rows as you need)			
3				
..				

EXPLOITATION STRATEGIES

How each company plans to take profit of the exploitation results shown in the previous section. Can be strategies in terms of teaching/training, research, business, attendance to events...

It is possible to differentiate between three different types of partners involved in the USER-CHI consortium: industrial partners, research institutions, end-users organisations and network organisations. Their activities are complementary, and depending on the type of partner, the exploitation interests and impact are different.

3.1.2 Phase 2: M30-M48

In this phase, the USER-CHI products will be delivered, and this means that all the technical developments will be finalised. From M30, the partners will be able to focus their exploitation activities more clearly. Task 8.8 “Exploitation Plans” will support them in performing the core exploitation activities of USER-CHI.

From the list of exploitable results created from the combination of the individual exploitable results from the Table 12, the consortium will extract the ones which have special relevance in the project. These results are named as **KERs (Key Exploitable Results)**. This classification will

be made according to the commercial potential of the own result or due to if it has dependencies between different partners involved during its development.

Once identified the KERs of USER-CHI, the consortium will start to follow the methodology developed by SSERR (which has been promoted by the European Commission) that will be followed (and adapted to the particularities of USER-CHI) until the end of the project.

The **first step** of this methodology is to complete a KER repository with the following information per KER:

- ID number of the KER.
- Name of the KER.
- Leader.
- Short description.
- Nature of the result.
- Other organizations directly contributing to its development.
- Background needed to use this foreground.
- Rights to use the foreground.
- Other components (mainly other KERs) to use this foreground.
- Priority.
- Timing to start the exploitation process.

The **second step** is to ask to the end users of the project which of the KER they will be interested in at the end of the project and their boundary conditions. For that, they will also complete another template. Thus, the consortium has all the dependencies between the different partners after the end of the project (relevant for the IPR management).

To facilitate the understanding of those dependencies to a USER-CHI external audience, the consortium will also create simple *business dependency diagrams* for easily visualizing them and the possible joints strategies to exploit the results.

The **third step** is to characterize the KERs: to extensively describe each KER explaining, for example, how other partners contributed to its development, the innovativeness introduced, source of financing, etc.

The **fourth step** is the definition of the KER priority map: To build a map showing the potential risks of commercializing a KER and the potential interventions to avoid those risks.

The **fifth and last step** is to write Memorandums of Understanding (MoU) between the partners for KERs involving more than one partner or KERs the end-users are interested in. This MoU will include the relevant information for also understanding their joint exploitation strategy (relying on the second step).

All the findings and work performed within task 8.8 will be led by ETRA and reported in D8.10 “Exploitation Plans” together with an update of the individual exploitation plans of each partner.

A detailed exploitation plan will be prepared towards the end of the project (M30-48) and will cover detailed outline of the actions in the 2-5 years following the project's end. It will describe in detail the consortium and partner strategy for exploiting the project's results, including commercial agreements between partners or third parties for joint exploitation and technology transfer. This will facilitate the commercialisation of USER-CHI activities identifying non-technological barriers which may prevent exploitation based on the experience of the partners. Partnership activities, final sales and marketing mix, operations set-up and optimisation and overall branding activities will be detailed.

3.2 Exploitation management

The **Business and Innovation Manager (BIM)** is responsible for the exploitation of the project's results. The BIM is ETRA, as defined in the description of action, with inputs from partners and project stakeholders' advisory group.

The BIM will:

- a) Coordinate and implement exploitation activities;
- b) Propose IPR and exploitation strategies;
- c) Prepare the master plan for the exploitation;
- d) Contribute to proper exploitation of the results by helping industrial Partners to prepare adequate business plans;
- e) Monitor the use of resources for exploitation issues.

The BIM contact details are:

Mari Carmen Bueno Hernández

mcbueno.etraid@grupoetra.com

ETRA I+D

3.3 Intellectual property strategy

This section provides an overview of the topic of intellectual property. The topic of intellectual property, which will be created within USER-CHI will further be explored in D11.1 (Ethics Monitoring).

3.3.1 Intellectual property according to the USER-CHI Grant Agreement

The USER-CHI Grant Agreement sets out relevant guidelines referring to the topic of intellectual property. The following paragraphs only give a brief overview of the information provided by the USER-CHI Grant Agreement. The lecture of the following summary does not substitute the consultation of the USER-CHI Grant Agreement. The most relevant articles dealing with the topic of intellectual property within the USER-CHI project are: Art. 23a "Management of intellectual

property", Art. 24 "Agreement of background" and Art. 25 "Access rights to background". Moreover, the topic of rights and obligations related to results is addressed by Art. 26 "Ownership of results", Art. 27 "Protection of results - Visibility of EU funding" and Art. 28 "Exploitation of results". Besides, Art. 29 specifically deals with the "Dissemination of results - Open access - Visibility of EU funding." Art. 29.1 states the obligation of each beneficiary to disseminate its results as soon as possible. However, it is important to note, that the obligation to disseminate does not change the obligations of protection arising out of Art. 27. According to Art. 27.1 each beneficiary must examine the possibility to protect the results (...), if:

- a. the results can reasonably be expected to be commercially or industrially exploited and
- b. protecting them is possible, reasonable and justified (given the circumstances).

Moreover, according to Art. 29 the beneficiary, that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.

In addition, Art. 29.2 deals with the requirement of open access to scientific publications.

Moreover, Art.29.3 covers the topic of open access to research data, which will also be further addressed in D11.3 (Data Management Plan).

Besides, Art. 30 Transfer and licensing of results and Art. 31 Access rights to results should also be taken into account by the beneficiaries.

3.3.2 Protection of results created by the USER-CHI consortium

There are several legal options, which can be used to protect the results, which will be created within USER-CHI.

The legal possibilities can arise out of international frameworks, European law or the national laws applicable to the beneficiaries' activities.

Intellectual property may be (for example) protected by patents, copyright or trademark¹.

Patents are defined as "an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem. To get a patent, technical information about the invention must be disclosed to the public in a patent application."²

¹ World Intellectual Property Organization, <https://www.wipo.int/about-ip/en/> (last accessed 27th of May 2020).

² World Intellectual Property Organization, <https://www.wipo.int/patents/en/> (last accessed 27th of May 2020).

Copyright is a “legal term used to describe the rights that creators have over their literary and artistic works”. Works covered by copyright range from books, music, paintings, sculpture, and films, to computer programs, databases, advertisements, maps, and technical drawings.³

Trademark is a “sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks are protected by intellectual property rights.”⁴

An overview of the relevant EU legislation and international frameworks referring to the topic of copyrights can be found here: <https://ec.europa.eu/digital-single-market/en/eu-copyright-legislation> (last accessed 27th of May 2020).

It needs to be emphasized, that the question of protection of USER-CHI results will be especially important in regard of the technical products, which will be developed in WP3, WP4 and WP5.

³ World Intellectual Property Organization, <https://www.wipo.int/copyright/en/> (last accessed 27th of May 2020).

⁴ World Intellectual Property Organization, <https://www.wipo.int/trademarks/en/> (last accessed 27th of May 2020).

ANNEXES

Annex 1 – Local communication and dissemination strategy template

Introduction

The aim of this local communication and dissemination strategy is to establish the means for effectively communicating and disseminating the experiences of USER-CHI at local, regional and national level. It identifies the main actions and tools available to demonstration and replication sites to disseminate the experiences of the project to its target groups.

This document complements the USER-CHI overall project communication and dissemination strategy produced by EURO CITIES.

How to communicate USER-CHI at local level?

- **Identify your target group:** USER-CHI cities should identify key people and organisations working on sustainable transport and electromobility at local, regional and national level.
- **The message:** cities can use USER-CHI to disseminate their own local transport innovations and the learning they have acquired from other cities in Europe.
- **Make the most of your existing tools:** Much can be done using existing channels like intranets, municipality website and newsletters, internal and external meetings, events, newspapers, campaigns, etc.

Target groups

The following section identifies what target groups cities will be able to reach through their own networks of contacts.

Local administration

How do you plan to disseminate the learning of USER-CHI within your own organisation (e.g. to other departments)?

(max. 100 words)

Please complete the following table with the contact details of key persons within your organisation who might be interested in USER-CHI.

Organisation	Contact person	Position	Email (previous consent, in case you want them to receive information about USER-CHI)

Local stakeholders

How do you plan to disseminate the learning of USER-CHI to relevant local stakeholders (public transport authorities, municipal companies, universities...)?

(max. 100 words)

Please complete the following table with the contact details of key local stakeholders who might be interested in USER-CHI.

Organisation	Contact person	Position	Email (previous consent, in case you want them to receive information about USER-CHI)

Regional and national stakeholders

How do you plan to disseminate the learning of USER-CHI to relevant regional and national stakeholders (regulatory authorities, associations of municipalities, regional authorities, national agencies...)?

(max. 100 words)

Please complete the following table with the contact details of key regional and national stakeholders who might be interested in USER-CHI.

Organisation	Contact person	Position	Email (previous consent, in case you want them to receive information about USER-CHI)
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European and international stakeholders

Cities can support EURO CITIES in reaching other European and international stakeholders. How can your use case contribute to European-wide dissemination?

Tip: Your organisation might be member of some other international network or have contacts with other organisations in Europe.

(max. 100 words)

Please complete the following table with the contact details of key stakeholders at European and international level who might be interested in USER-CHI.

Organisation	Contact person	Position	Email (previous consent, in case you want them to receive information about USER-CHI)

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Communication tools

The following section identifies the main communication channels the use cases can use to disseminate USER-CHI.

Local and social media

Please provide details regarding name of newsletter, url, number of readers, etc.

Website	
Newsletters	
Other relevant newsletters	
Local press	
Regional and national press	
Social media	
Other	

Representation at events

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where USER-CHI could be promoted.

	Name of the event and purpose	Date	Envisaged communication action
Events organised at local level			
Events organized at regional or national level			
International events			
Others			

Other dissemination activities

Please describe any other dissemination activities you may plan to promote and disseminate USER-CHI.

(max. 100 words)

Annex 2 – Graphic charter



USER-CHI

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent USER-CHI project identity. This includes our name, logo and other elements such as colour, typography and graphics.

Sending a consistent and controlled message about who we are is essential to presenting a strong, unified image of our project. The USER-CHI, including the logo, name, colours and identifying elements are valuable project assets.

- 3 LOGO horizontal
- 4 LOGO square
- 5 LOGO negative/positive
- 6 LOGO APPLICATION
- 8 TYPOGRAPHY
- 9 COLOR SYSTEM
- 10 GRAPHIC ELEMENTS
- 11 STATIONARY LAYOUT

Logo horizontal

OUR LOGO IS THE KEY BUILDING BLOCK OF THE PROJECT IDENTITY, THE PRIMARY VISUAL ELEMENT THAT IDENTIFIES THE PROJECT.

The logo is presented through the use of colour as well as shape and form.

We have two options for logo: square and horizontal.

The horizontal logo is the principal logo, while logotype on a gradient background.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.

01 - principal logo

02 - variation/secondary version of the principal logo

The H height

The "H" height is measured from the top to the bottom of the "H"



Clear space

Use an "H" height of white space around the logo.



USER-CH / DESIGN AND BRAND GUIDELINES 3

Logo square

THE SQUARE LOGO IS TO BE USED WHEN MORE CONVENIENT, E.G. ON SOCIAL MEDIA PROFILE PICTURES, BANNERS, WEB COMMUNICATION TOOLS, ETC.

01 - version of the square logo

02 - variation/secondary version of the square logo

The H height



The "H" height is measured from the top to the bottom of the "H"

Clear space



Use an "H" height of white space around the logo.

USER-CH / DESIGN AND BRAND GUIDELINES 4

Logo

POSITIVE OR NEGATIVE LOGO IS TO BE USED FOR PRINTING THE COMMUNICATION MATERIALS, LIKE BROCHURES, PUBLICATION, LEAFLETS ETC., OR AS PARTNER LOGO IN THIRD PARTY PUBLICATIONS, AND ALSO FOR ENGRAVING.

positive logo



negative logo



USER-CH / DESIGN AND BRAND GUIDELINES

3

Logo application

LOGO CANNOT BE USED IF IT IS ROTATED, OR DISTORTED, IN ANY WAY DEFORMED, OR DISPLAYED IN A DIFFERENT MANNER THAN DESCRIBED HEREIN THIS BOOK.

Principal logo should always be used on white background for best visibility.

If logo is to be combined with graphic elements, those graphics can only be from project identity package, and always use horizontal or square logo with gradient background in that case.

*Variation of the principal logo in logotype with gradient overlay, this logo option is to be used on top of image background, with white or light transparent layer for better distinction.

MINIMUM LOGO SIZES

Full horizontal logo
Minimum Size: 20mm x 8mm



USER-CH / DESIGN AND BRAND GUIDELINES

4

Logo application

LOGO CANNOT BE USED IF IT IS ROTATED, OR DISTORTED, IN ANY WAY DEFORMED, OR DISPLAYED IN A DIFFERENT MANNER THAN DESCRIBED HEREIN THIS BOOK.

If logo is to be combined with graphic elements, those graphics can only be from project identity packages, and always use horizontal or square logo with gradient background in that case.

Violation of the square logo is to type with gradient overlay, this logo option is to be used on top of image background, with white or light transparent layer for better distinction.



MINIMUM Logo sizes

Full square logo
Minimum Size: 20mm x 20.8mm



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Typography

TYPOGRAPHY PLAYS AN IMPORTANT ROLE IN COMMUNICATING OVERALL TONE AND QUALITY. CAREFUL USE OF TYPOGRAPHY REINFORCES OUR PERSONALITY AND ENSURES CLARITY AND HARMONY IN ALL USER-CH COMMUNICATIONS.

Nunito Sans: Nunito is a well balanced sans serif typeface superfamily. This family of font is mainly used for headline, body text and subheads.

Bebas Neue: Chosen for its feeling of modern and importance, Bebas Neue is mainly used for title and for the quotes.

It can also be used as a headline font if the document requires it.

Nunito Sans

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

1 2 3 4 5 6 7 8 9 0

Nunito Sans

Available for download:
<https://fonts.google.com/specimen/Nunito+Sans>

Alternatives

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z - 123456789

Calibri family

BEBAS NEUE

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Figures

1 2 3 4 5 6 7 8 9 0

Bebas Neue

Available for download:
<https://www.dafont.com/bebas-neue.font>

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z - 123456789

DIN Alternate (for iOS)
GB Sans Neue Cond Lt (for Windows)

USER-CH / DESIGN AND BRAND GUIDELINES 8

Color system

COLOR PLAYS AN IMPORTANT ROLE IN THE PROJECT IDENTITY PROGRAM. THE COLORS BELOW ARE RECOMMENDATIONS FOR VARIOUS MEDIA.

Consistent use of these colors will contribute to the cohesive and harmonious look for the project identity across all relevant media.
Two corporate colors are Blue and Green.

Primary colors

blue #1



CMYK: 97C 65M 25Y 0K
RGB: 08 81G 125B

green #1



CMYK: 50C 04M 100Y 0K
RGB: 149R 193G 91B

Gradient Switch #1



angle: -14,7

Secondary colors

blue #2



CMYK: 90C 53M 100Y 0K
RGB: 52R 176G 185B

green #2



CMYK: 30C 34M 99Y 0K
RGB: 140R 189G 70B

grey



CMYK: 90C 50M 0Y 0K
RGB: 77R 77G 78B

Gradient Switch #2



angle: -14,7

USER-CHi / DESIGN AND BRAND GUIDELINES

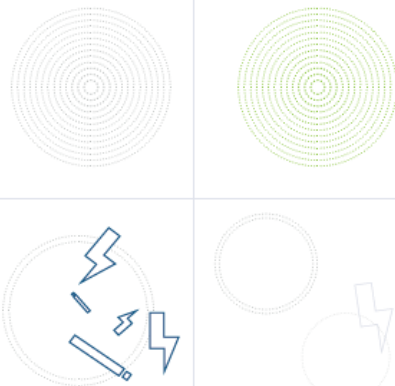
Graphic elements

ADDITIONAL GRAPHIC ELEMENTS TO BE USED AS PART OF DIFFERENT LAYOUT DESIGNS TO RAISE THE RECOGNIZABILITY OF PROJECT IDENTITY.

These specific elements were chosen as direct link to main topic of the project, communicating the energetic, futuristic and reliable aspects to the viewer.

Graphic elements are responsible for complementing the communication visuals, enhancing various digital and print layouts.

The graphic elements can be used with transparency.



USER-CHi / DESIGN AND BRAND GUIDELINES

Stationary layout

EXAMPLES OF VARIOUS
TEMPLATE LAYOUTS.



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Stationary layout

EXAMPLES OF VARIOUS
TEMPLATE LAYOUTS.



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Annex 3 – Articles tracker template

TITLE	AUTHOR	NEWSPAPER/ WEBSITE	DATE	LANGUAGE	LINK

Available to partners here: <https://tecbox.etra-id.com/share/page/site/userchi/document-details?nodeRef=workspace://SpacesStore/174afb9f-e761-44fc-bda0-796162d7515f>

Annex 4 – Events tracker template

DATE	LOCATION	MEETING/ EVENT	LINK	TYPE OF AUDIENCE	SIZE OF AUDIENCE	USER-CHI REPRESENTED BY

Available to partners here: <https://tecbox.etra-id.com/share/page/site/userchi/document-details?nodeRef=workspace://SpacesStore/174afb9f-e761-44fc-bda0-796162d7515f>