SCALE

Communication, Dissemination and Exploitation Plan

Project deliverable D6.1

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1.1 Legal Disclaimer

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2 List of abbreviations and acronyms

Acronym	Meaning
C/D/E	Communication, Dissemination and Exploitation
CPO	Charge Point Operators
DSO	Distribution System Operators
EU	European Union
EV	Electric Vehicle
GA	Grant Agreement
KPIs	Key Performance Indicators
MSP	Mobility Service Providers
OEM	Original Equipment Manufacturer
SCALE	Smart Charging Alignment for Europe
TSO	Transmission System Operators

3 Executive Summary

The **Communication, Dissemination and Exploitation (C/D/E) Plan** is a living and foundational guide for all of SCALE's activities in C/D/E. It focuses on creating momentum for the project's outputs (communication), fostering interest by a multitude of stakeholders and identifying channels to share the project's results and findings (dissemination) and in terms of the use of the outputs (exploitation). More broadly, the plan covers the project's target groups and key messages, brand identity, dissemination and communication tools and channels, community building and engagement strategies, and planning and monitoring mechanisms.

4 Introduction

4.1 About SCALE

SCALE (Smart Charging Alignment for Europe) is a **three-year Horizon Europe project** that explores and tests **smart charging solutions for electric vehicles**. It aims to **advance smart charging and Vehicle-2-Grid (V2G) ecosystems** to shape a new energy system wherein the flexibility of EV batteries' is harnessed. The project will test and validate a variety of smart charging and V2X solutions and services in **13 use cases** in real-life demonstrations in **7 European contexts:** Oslo (NO), Rotterdam/Utrecht (NL), Eindhoven (NL), Toulouse (FR), Greater Munich Area (GER), Budapest/Debrecen (HU) and Gothenburg (SE). Going further, project results, best practices, and lessons learnt will be shared across EU cities, regions, and relevant e-mobility stakeholders. SCALE aims to create a system blueprint for user-centric smart charging and V2X for European cities and regions.

SCALE's **consortium comprises 29 cutting-edge European e-mobility actors** covering the entire smart charging and V2X value chain (equipment and charging manufacturers, flexibility service providers, research and knowledge partners, public authorities, consumer associations, etc.). It is led by **ElaadNL**, one of the world's leading knowledge and innovation centres in smart charging and charging infrastructure.

4.2 Communication, Dissemination and Exploitation Objectives

The expected outcomes of communication, dissemination and exploitation activities of the project are numerous: these include engaging stakeholders to align project activities with user needs, forging synergies to ensure project results are exploitable beyond the project's lifetime, sharing best practices with relevant stakeholders, promoting the collaboration enabled by Horizon Europe, raising citizen awareness, receiving feedback, and more. The overarching aim of the plan is **to promote the impact and findings of the project throughout its lifecycle, in a strategic, clear, and broad manner to key market actors and relevant stakeholders.** The C/D/E plan boosts the project visibility providing the consortium with tailored and consistent communication and dissemination activities, to reach all relevant stakeholders across the value chain.

The broken-down objectives of the plan are as follows:

- Quantify the C/D/E Key Performance Indicators (KPIs),
- Define target groups, key messages, channels and tools,
- Identify opportunities through events and specialised journals,
- Lay out initial criteria for the establishment of the European V2X Alliance,
- Denominate cooperation mechanisms and strategic alliances with projects, initiatives and organisations,
- Establish monitoring and evaluation processes.

5 Key Messages and Target Groups

5.1 Key messages

SCALE's C/D/E activities must be in line with a project-wide clear narrative. To do so, this plan lays down a list of simple concise and tailored statements which convey the most important information. They are the foundation of the C/D/E content and need to be shared with the audience consistently.

- The SCALE project will enable and facilitate the mass deployment of electric vehicles, smart charging infrastructure and V2X eco-systems.
- SCALE is based on co-creation methodologies to ensure its smart-charging ecosystems benefit users, businesses, cities and regions, and society at large.
- SCALE's strength lies in its 13 use cases based in 7 European countries: real-life demonstrations tested by Europe's leading research and innovation stakeholders covering the entire EV and smart charging value chain.
- SCALE is contributing to the development of a sustainable energy ecosystem that makes optimal use of the flexibility offered by electric vehicles.
- SCALE is in line with the European Union's overarching strategies: the Fitfor55 ambitions, the EU Smart Mobility Strategy and EU Green Deal.
- SCALE researches, analyses, and bases its work on the needs of (current) EV users (and concerns of potential future EV users) so that charging solutions and services substantially improve the end-user charging experience.
- SCALE's smart charging and V2X solutions support European cities and regions to manage the energy transition smartly and efficiently by reducing infrastructure costs due to a reduced need for grid strengthening while still ensuring system stability.
- SCALE is developing a system blueprint for user-centric smart charging and V2X for European cities and regions.
- SCALE is preparing a mass-market and eco-system for smart charging and V2X, paving the road for Fitfor55 ambitions, ensuring all newly-procured chargers are V2X-enabled from 2025 onwards, all across Europe.

5.2 Target groups

The SCALE project aims to enable strong engagement of internal and external stakeholders. Each target group will be approached in a unique way with tailored activities, specific key messages and co-creation processes. These groups include (1) Citizens, civil society and end-user engagement, (2) the EV and Smart Charging Industry, (3) Local and regional authorities, policymakers and urban mobility planners, (4) Transport operators and mobility service providers, (5) Academia and research institutions and (6) Other networks.

On the one hand, SCALE will focus on C/D/E activities at a national scale, particularly in the use cases, with adapted local communication strategies and robust ownership of these by demonstration leaders. On the other, a strong emphasis will be put on C/D/E activities at the EU level.

SCALE will categorise these diverse stakeholders and interested parties into groups, based on common use cases and the connection to the partners that will be responsible for analysing their needs and requirements. More precisely, Elbil and GEVA (for the EV drivers), ElaadNL and Enedis (for the DSOs), Enervalis (for the Energy Service Companies (ESCO), and POLIS (for the cities and regions) will lead the activities.

An initial categorisation of these groups is presented below.

- **Citizens, civil society and end-user engagement**

The main target group of the SCALE project will be the end-users - EV drivers – as smart charging and V2X can only be successful if they see clear benefits. This includes both **current and potential or future EV drivers**. They will be mobilised through **assessment and research activities**, including in-depth questionnaires, surveys, interviews and workshops. These will both be opportunities to **raise awareness** as well as a space to **collect information** which could be used for the design of the system architecture and the creation of a solid knowledge base on EV users. In addition, **co-design activities** in the form of workshops, focus groups, and other means to develop R&I agendas, roadmaps or policies, will be conducted to engage end-users. Finally, users' and stakeholder experiences will contribute to the **storytelling in SCALE's communication channels.**

- **The EV and Smart Charging Industry**

This industry includes, amongst others, vehicle manufacturers (OEMs), automotive suppliers, electronic components and system manufacturers, research institutes and universities, transmission system operators (TSOs) and distribution system operators (DSOs), electricity and energy suppliers, charge point operators (CPOs), logistics-related industry (operators, retail and solutions providers), and battery manufacturers. In regards to C/D/E, these stakeholders will have the opportunity to join the **multi-stakeholder reference group (V2X Alliance), cooperate with SCALE through the project's involvement with other European projects and initiatives**, and **benefit directly from information shared on SCALE's channels and tools**. They could also benefit from the project by participating in SCALE's **capacity-building activities** (training courses, webinars, e-courses) and **events**, including SCALE's bidirectional cities events and final conference.

- **Local and regional authorities, policymakers and urban mobility planners**

Local and regional authorities will be beneficiaries of SCALE's implementation, having the opportunity to join the **reference group (V2X Alliance),** meant to advise, maximise exploitation and secure the impact of the project outcomes. Public authorities involved in urban mobility will be actively involved and encouraged to replicate the smart-charging/V2X system as SCALE will adapt the EU's successful **SUMP framework** and enables cities and regions to directly implement the project's results as part of their climate action plan. This will be particularly useful as they will have the opportunity to support the creation of a Europe-wide **joint procurement program** for V2X charging infrastructure and develop a standardised framework for tendering. The bottom-up approach promoted by SCALE focuses on the key role of public actors as providers and key implementers for testing and validating solutions, as the reduced impact on the grid and the cut of infrastructure costs: as a direct impact for them, SCALE's development of 20 validated and scalable smart

charging concepts through demonstrations, will be implemented in at least 15 cities and regional authorities participating in SCALE as reference group members.

- **Transport operators and Mobility Service Providers (MSPs)**

SCALE's C/D/E activities will target MSPs' **participation in the validation and assessment of project results** and encourage the **usage of the knowledge** created by the project to offer enhanced services, increasing user acceptance of charging services. In addition, the new market actors need to set **harmonized actions**, design, assessment and deployment of innovative concepts in EVs and mobility services for optimizing the wide-scale adoption, while **facilitating consumer acceptance and EV users' needs.** The research and knowledge derived from the gradual implementation of SCALE (data sets, acceptance procedures, testing and validation, etc.) will be offered as a model to TSOs and MSPs for the development of appropriate and standardised e-mobility solutions in line with other target groups. C/D/E activities through appropriate scientific **channels and tools** will create an open space for sources and knowledge to share high-performance indicators.

- **Academia and research institutions**

Through SCALE's approach based on open science, academic and research institutions will have the possibility to **exploit** SCALE's results, data and findings – following GDPR and business partners' confidentiality regulations. Researchers will have access to SCALE's public deliverables on the project's website, as well as the possibility to join SCALE webinars or read SCALE articles in open-access journals and publications.

- **Other networks**

Together with all of SCALE's consortium partners, POLIS and AVERE will take advantage of their vast networks in Europe covering a wide range of sectors (public institutions, research, industry, consultancies) and public authorities (local, regional, national and European) to C/D/E SCALE's outputs and results. More specifically, POLIS will engage its network of cities and regions while AVERE will work with e-mobility stakeholders and national policymakers.

The results of the project are and will be communicated to networks and projects including the 2ZERO partnership, CIVITAS, the Electromobility Platform and the European Alternative Fuel Observatory. In addition, POLIS and AVERE will make good use of their working groups and committees, including the POLIS Clean Vehicles & Air Quality Working.

A repository of organisations, projects, companies and key contacts was created on the SCALE internal drive.

6 Project Identity and Templates

6.1 Visual Identity

6.1.1 Name

The project's official name is Smart Charging Alignment for Europe (SCALE). The acronym of the project should always be used in C/D/E activities. SCALE must be written in capital letters (upper case). It should not be stated as “Scale” or “scale”.

6.1.2 Descriptions

To communicate the project’s aim and goals, the use of the following standard sentences in the following sub-sections can be used to facilitate the production and transmission of a common message.

6.1.2.1 One-liner

SCALE - Smart Charging Alignment for Europe - is a three-year (2022-2025) Horizon Europe project that explores and tests smart charging solutions for electric vehicles.

6.1.2.2 Two-liner

SCALE is a three-year project (2022-2025) co-funded by the new Horizon Europe Programme which aims to advance smart charging infrastructure, Vehicle-2-Everything (V2X) ecosystems and facilitate the mass deployment of electric vehicles. The project’s consortium is led by ElaadNL and composed of 29 partners covering the entire smart charging and V2X value chain.

6.1.2.3 One paragraph

SCALE (Smart Charging Alignment for Europe) is a three-year Horizon Europe project that explores and tests smart charging solutions for electric vehicles. It aims to advance smart charging and Vehicle-2-Everything (V2X) ecosystems to shape a new energy system wherein the flexibility of EV batteries’ is harnessed. The project will test and validate a variety of smart charging and V2X solutions and services in 13 use cases in real-life demonstrations in 7 European contexts: Oslo (NO), Rotterdam/Utrecht (NL), Eindhoven (NL), Toulouse (FR), Greater Munich Area (GER), Budapest/Debrecen (HU) and Gothenburg (SE). Going further, project results, best practices, and lessons learned will be shared across EU cities, regions, and relevant e-mobility stakeholders. SCALE aims to create a system blueprint for user-centric smart charging and V2X for European cities and regions.

OR

SCALE is a three-year project (2022-2025) co-funded by the new Horizon Europe Programme with a budget of around 10 million EUR. It aims to advance smart charging infrastructure and facilitate the mass deployment of electric vehicles. The project will reduce uncertainties around the roll-out of smart charging, interoperable and V2X (Vehicle-to-Everything) solutions, whether these are technical, organizational, economic, social or policy-related, and help shape a new energy eco-system wherein the flexibility of EV batteries’ is harnessed. A consortium of 29 partners composed of leading European cities, universities and knowledge partners, charging infrastructure companies, electric vehicle (EV) industry pioneers and more will steer the project.

6.1.2.4 Two paragraphs

SCALE (Smart Charging Alignment for Europe) is a three-year Horizon Europe project that explores and tests smart charging solutions for electric vehicles. It aims to advance smart charging and Vehicle-2-Grid (V2G) ecosystems to shape a new energy system wherein the flexibility of EV batteries' is harnessed. The project will test and validate a variety of smart charging and V2X solutions and services in 13 use cases in real-life demonstrations in 7 European contexts: Oslo (NO), Rotterdam/Utrecht (NL), Eindhoven (NL), Toulouse (FR), Greater Munich Area (GER), Budapest/Debrecen (HU) and Gothenburg (SE). Going further, project results, best practices, and lessons learned will be shared across EU cities, regions, and relevant e-mobility stakeholders. SCALE aims to create a system blueprint for user-centric smart charging and V2X for European cities and regions.

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6.2 Project Logo

The SCALE logo represents an electric vehicle, an urban space and a plug showcasing the potential of smart charging. The buildings also represent batteries and their colour refers to renewable energy (green). Below the illustration, there is the project's name.

The logo is available in colour, white (to be used for certain coloured backgrounds) and grayscale in JPEG, PNG, EPS and AI formats.

The logo should always appear fully intact regardless of its size - it must never be stretched, altered or distorted.

6.3 Fonts

For reports and print documents generated in Microsoft Word, the primary font is Arial.

Microsoft Word documents and PPT presentations: Arial

DTP documents : Aldrich, Proxima nova & fira sans

For headers: Aldrich

For headers: Proxima Nova

For body text and accents: Fira Sans

For **online communication**, the project fonts are Proxima Nova and Fira Sans.

For headers: Proxima Nova

For body text and accents: fira sans

6.4 Colours

SCALE's colours should always be used to ensure a homogenous brand identity. Their use and specifications are indicated in the chart below.

	CMYK	RGB	HEX	USE
	100/25/0/50	0/85/129	005581	Dark blue should be used for text headings, backgrounds and graphical elements. This colour, as well as grey, should be used for figures, tables and backgrounds.
	7/0/100/17	196/211/0	c4d300	Yellow-Green should be used for text headings, backgrounds and graphical elements. This colour, as well as grey, should be used for figures, tables and backgrounds.
	54/0/100/0	231/111/81	78be21	Green should be used for headings, graphical elements, emphasis, including hyperlinks, dividing lines, info boxes and frames. This colour, as well as grey, should be used for figures, tables and backgrounds.
	100/0/100/17	233/196/106	00873e	Dark green should be used for emphasis, including hyperlinks, dividing lines, info boxes and frames. This colour, as well as grey, should be used for figures, tables and backgrounds.
	100/0/100/17 - 54/0/100/0 - 7/0/100/17	233/196/106 - 231/111/81 - 196/211/0	00873e - 78be21 - c4d300	Gradient should be used for frames and graphical elements. This colour, as well as grey, should be used for figures, tables and backgrounds.
	57/47/46/36	96/96/96	606060	Grey should be used for tertiary headings, body text, figures, tables and backgrounds.
	40/31/32/10	153/153/153	999999	Light grey should be used for body text, figures, tables and backgrounds.

6.5 Disclaimers and Visual Identity Notices

All SCALE communication activities must systematically acknowledge EU funding. This includes media relations, information material including factsheets and presentations, posters, brochures, social media posts, and more. To do so, please always include:

1) The **EU emblem** that acknowledges funding: download an official version

Funded by the European Union

Funded by the European Union

2) The **following statement**: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101056874."

3) When applicable, include the following statement:

"SCALE is funded by the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101056874. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them."

Check List: Do's and Don'ts

- ✓ Always make sure the EU emblem has appropriate prominence when displayed with other logos (at least the same size as the biggest logo)
- ✓ Use the following fonts for the statement acknowledging EU funding: Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana
- ✓ Do not use underlined text, italic or font effects in the funding statement, and use a black, white or blue (EU flag colour) font depending on the background.
- ✓ The funding statement can be translated into a local language, where appropriate.
- ✓ The statement "Funded by the European Union" or "Co-funded by the European Union" must always be spelt out in full and placed next to the emblem.

Any publication or material prepared by the consortium members, even if at the national level, shall at least display the project logo and EU flag and funding statement. This includes material done on behalf of SCALE and/or in the framework of the tasks assigned in the project to the partners.

For further information, please consult The use of the EU Emblem in the Context of EU programmes 2021-2027

7 Dissemination and Communication Tools: physical and online

7.1 Project leaflet, banner and website

SCALE has both a leaflet and banner to showcase the project at events (Figures 1 and 2 - annexe).

SCALE's website was launched in August 2022 and is the project's central online repository. It outlines the project's goals, overarching methodology, and consortium members, as well as showcases the 13 use cases, congregates the latest news items, upcoming and past events, and contact details (figure 3 – annexe).

Link: https://scale-horizon.eu/

7.2 Newsletters

The SCALE newsletter will be sent at least twice a year to share the project's updates, latest milestones and findings with relevant stakeholders. The newsletter's subscription link will be available on the project's website, as well as advertised in other newsletters (e.g., POLIS, relevant projects including eCharge4drivers) and the project's social media platforms. In regards to content, the POLIS network will be in charge of conceptualising the content of the newsletter, collecting exciting content and visuals from the partners, putting it together and sending it to the subscribers.

The newsletter will be in line with the project's brand identity and GDPR regulations. Users will be able to subscribe and unsubscribe from the newsletter in one click and their data will only be stored for the newsletter and during the project's lifetime.

7.3 Press releases

At the start of the project, both an English (POLIS Network) and Dutch (ElaadNL) press release was published online and shared on the project's social media accounts.

7.4 Videos

The project will produce multiple videos to showcase the project's goals and use cases.

7.5 Social Media Accounts

Social media is key for the project's communication and dissemination success. It is a quick and direct way to engage a wide external and targeted audience.

Twitter and LinkedIn are SCALE's main social media channels. The former will focus on quick and instantaneous updates on the project, sharing concise project results, photographs, and tagging partners and relevant EU bodies. In addition, it will be a space to easily share tagged mentions of the project by partners and collaborators. The latter, LinkedIn, will feature similar content but with a broader and longer scope in a more professional environment.

SCALE has a Youtube channel, which will be used to share webinars, recorded events and videos.

8 Community Building and Engagement

8.1 Networks and Synergies

SCALE will foster strategic alliances and knowledge exchanges in V2X with other initiatives, projects, and organisations in Europe and beyond. These include the European Green Vehicles Initiative Association for the 2Zeropartnership (2ZERO/EGVIAfor2Zero), BRIDGE, Sustainable Transport Forum (STF), EU Smart Cities Marketplace and Mission on 100 Climate Neutral Cities. In addition, SCALE will appoint experts to the four Working Groups of BRIDGE, to tackle issues of the mass deployment of smart EV charging and V2G.

The project communication and dissemination activities have two aspects:

- European/global scale
- Pilot sites engagement

For the second, SCALE focuses on the diversity of the local innovation ecosystem and end-user groups. This is done by the following actions:

- Identifying and coaching a local diversity mentor
- Coaching two young female researchers/professionals for each site for cross-site discussions
- Organising 6-monthly meetings between partners and the female professionals

SCALE shares plans, intermediate results, and methodologies to achieve mutual learning, generating further cooperation and synergies among project actions and exploitation with projects funded under H2020, HE (2ZERO and beyond) and other European funds programmes (INTERREG, CEF, etc.) in the domain of electromobility.

8.2 Reference Group, developing into European V2X Alliance

8.2.1 Concept

SCALE will establish a Reference group of external stakeholders which will develop into a European V2X Alliance. It will consist of Cities/regions, OEMs, grid operators, end-users, DSOs, CPOs, etc. The starting point for the Reference group includes existing partnerships, Innovation Clusters, European projects, cities, and regions. The Reference group validates and exchanges on project activities. It will serve as a source of information and feedback when defining user needs and designing the demos. The feedback of this group will be included in the policy recommendation and feed the exploitation and business plans. The group benefits from capacity-building to replicate best practices, the joint procurement programme, and project outcomes.

In the second half of the project, the Reference group will discuss terms of reference and membership criteria to create a European V2X Alliance. It will be a formalised structure run by POLIS & AVERE via a Memorandum of Understanding. It will focus on deployment and post-project exploitation. After the project's end, the European V2X Alliance will ensure the implementation of the project solutions through continued knowledge sharing and (joint) procurement projects.

Given the user-centric and demonstration-oriented nature of the call, SCALE communicates on two levels:

- Focused on demonstration areas and publicity among **users**

- Technical dissemination and communication at an (EU) project level, along the V2X value chain **policymakers**

Representatives of the different target groups have already expressed interest to join the Reference group (and eventually the V2X Alliance). They are listed in the Grant Agreement.

8.2.2 Capacity building

Capacity-building activities are tailored to empower European V2X Alliance members to bring project outputs into their daily operations. Participants outside the Alliance may be invited to join. Actions include:

- peer-to-peer exchanges
- site visits
- workshops
- publicly available topical factsheets

Some of the topics are:

- preconditions for smart and bi-directional charging
- (joint) city procurement strategies for charging infrastructure
- legal/technical integration of bi-directional charging in the future energy network
- spatial integration strategies

8.3 Publications and Events

8.3.1 Events

8.3.1.1 External events

SCALE seeks to create an impact in the academic world through third-party events. These include TRA, TRB, ITS World/Europe, ITF, WCTRS, POLIS & EUROCITIES Conferences, CIVITAS Forum, EARPA Forum, EVS, VPPC, and EVER.

8.3.1.2 Internal events

SCALE's internal events include:

- awareness activities (webinars etc.)
- local workshops in the demo sites (i.e., 'Testathons')
- two workshops organised by Utrecht discussing and exemplifying the 'Bi-Directional City'
- final event to present SCALE outcomes and kick off the exploitation
- four workshops with the Reference group of external stakeholders.

8.3.2 Publications

Besides the project's promotional publications, SCALE will publish materials in peer-reviewed scientific journals, trade journals and conference materials.

8.4 Activity registers and Dissemination procedure

A dissemination tracking register was created and available to the full consortium. It uses the KPIs given in the Grant Agreement. The register monitors the numbers connected to the following activities: 1) events,

(2) online activities, (3) peer-reviewed scientific journal publications, (4) conference publications, (5) Mass media-press publications and (6) Other dissemination activities.

All activities for these categories should be recorded regularly in these registers.

8.5 Partners roles

POLIS and AVERE are the most active partners in Community Building and Engagement, followed by UEMI and the City of Utrecht. The whole consortium should contribute according to the task allocation in the GA.

POLIS ensures the project's presence at relevant events and organises two Bidirectional Cities workshops and the Final conference. POLIS, AVERE, RC and TRIALOG coordinate efforts for technical dissemination and communication with policymakers. UEMI organises the interaction with areas outside Europe.

Polis and AVERE, supported by all partners, exploit their networks to maximise impact. POLIS addresses cities and regions, and AVERE addresses e-mobility stakeholders and national policymakers. Polis and AVERE will also make best use of working group and committee activities.

After the project's end, POLIS and AVERE will support the V2X Alliance's further activities.

9 Exploitation

RISE leads SCALE's exploitation activities in Work Package 5 - *Preparing for mass- deployment: exploitation, policy & legal recommendations and standardisation*.

The whole consortium will exploit SCALE's results both during and after project completion. The project exploitation and marketing activities will focus on the user-centric and transferable business plans for SCALE's key innovations.

The following table presents the main exploitation intentions, focusing on different markets and result typologies.

Table 1 Overview of planned exploitation activities

	Exploitation goals and strategies	Exploitation targets
Scientific	• CERTH/HIT: develop an impact training on needs & requirements related to SCALE goals, covering operational issues of the system(s) related to the user interface & safety issues. • RISE & Chalmers: prepare open-access publications, and scientific articles, raise awareness and foster knowledge sharing.	• One Training Programme (content and curricula) • At least 3 open access publications and increased ability to help industry develop and diffuse innovations • At least 1 peer-reviewed publication; invite 5 delegations to visit the demo site
Knowledge take-up	• CERTH: advance its LCA platform, to offer new functionalities, advance its modelling platform, optimising energy utilisation and assessment for different EV-charging concepts. • Bayern Innovativ: foster knowledge transfer and networking for the industry- and research partners. • UEMI: integrate SCALE solutions & tools into the eMobility Toolbox under development in SOLUTIONSPlus. • Elbil & Equigy: foster user acceptance and uptake for V2G and drive conversations with relevant stakeholders. • ENEDIS: benchmark and challenge implemented solutions by partners within the ecosystem. Update charging solutions & increase their system performance.	• VERIFY platform (upgraded) and Integrated Energy Management (INTEMA) platform (upgraded), Smart Charging and Storage Platform (SCSP). • Organisation of events, forums, and conferences to promote SCALE results. • Integration with SOLUTIONSplus eMobility Toolbox. • Publication of a report on user acceptance for V2G. • Promoting a scalable operating model & systems architecture for the ecosystem to effectively integrate EVs in the energy market. • Ensure robust Smart Charging solutions operating large-scale fleet

	• Trialog: develop stack for charging stations: YaCCS V2G, proposed to AC and DC Charging Station Manufacturers. • WeDrive Solar: expansion of car sharing approach in the Netherlands and beyond, expansion of V2G charging points, and roll-out of shared fleets of bidirectional electric cars. • SONO: commercial exploitation of products developed/upgraded (V2X charger, car, HEMS), on different markets. • Renault Group: V2G services provided to TSOs.	• Commercialisation as a licensed product & service • 500 V2G e-cars, 3000 V2G charging points, contract with at least 10 cities for the roll-out of shared fleets of bidirectional electric cars. • Development of Bidirectional Electric Vehicle, Bidirectional AC Wallbox, and Home-Energy-Management System tailored to bidirectional vehicles. • Development of light vehicles and reduction of cost for its customers.
Market	• GoodMoovs: stabilise the grid during the energy transition by adding a revenue model for shared fleet operators to use their aggregated battery capacity to store renewable energy. • ENEDIS: boost work on charging infrastructure in France. • DBH: explore the introduction of a new service, submit patents, and promote the sale of “white label” service as a license. • VDL: Production of e-coaches, diversifying product range (i.e., smart charging, range prediction and pre-booking).	• Implementation of ‘Crowd Balancing Platform’. • Implementing Methodologies & Tools for decision support for EV infrastructure i.e., grid planning. • Business & technical feasibility study on the possibilities to balance energy production of entities with their charging demand in other locations. • Develop e-connected vehicle functionalities to comply with future demands of clients & passengers focusing
Market	• ENERVALIS: connect to different DSO & provide additional network stability; optimisation of locally produced energy. delivering support services to the grid (congestion, FCR, aFRR). • CURRENT: deliver CPMS systems & develop new features to integrate with adjacent verticals creating synergies for potential customers, and increasing the growth of EVs.	• Integration with DSO markets in a more standardised way, Implementation of a home and business product for V2G in home- and building energy management. • Develop functionalities to comply with future demands of clients and regulatory bodies.

Policy Transfer	• City of Utrecht: create an integrated V2G planning tool for charging infrastructure rollout. • UEMI: a policy paper on international cooperation needs & opportunities linking the results of SCALE to markets outside Europe. Develop a training course considering the level of awareness and potential needs of the targeted regions. • POLIS/AVERE: share SCALE results & outcomes for uptake in their networks & beyond (i.e., city/ regional/ local governments via knowledge exchange & capacity building)	• User workshop with cities and DSOs in the V2X Alliance to gain interest. Licenced use of the tool in cooperation with Utrecht University, 10 interested cities & DSOs. • 1 Policy Paper; Training course for decision-makers (in developing regions outside Europe). • Promotion of project results (i.e., WG Clean Vehicles and Air Quality, WEF ZEUFs, POLIS Global Platform, SLoCaT, POLIS Conference).
Standardisation	• Renault Group: alleviate the barriers to uptake and deployment of SCALE solutions through liaising with regulators, standardisation bodies, and regulators. • Trialog: utilize lessons learnt in SCALE in the development of ISO 15118 through ISO 15118 User Group. • ElaadNL, Enervalis, ABB & Trialog: update versions of OCPP in the Open Charge Alliance to also include V2X.	• Remove, where possible, technical, and regulatory barriers. • Create ISO 15118 standards, accounting for all SCALE's lessons learnt. • OCPP that fully accounts for V2X services accepted throughout the Open Charge Alliance.

10 Planning, Monitoring and Data Protection

10.1 Data Usage, GDPR and Access to information

SCALE project's consortium will process data in compliance with GDPR, and other applicable EU, international and national laws on data protection. Data must be used in a transparent, fair and lawful way for an explicit, specified, safe, confidential and legitimate purpose. The use of data must follow:

- Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons about the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC (OJ L 295, 21.11.2018, p. 39)
- Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons about the processing of personal data and on the free movement of such data, and repealing Directive95/46/EC ('GDPR') (OJ L 119, 4.5.2016, p. 1).
- The Universal Declaration of Human Rights and the Convention 108 for the Protection of Individuals with Regard to Automatic Processing of Personal Data
- National laws applicable to each context (e.g., use cases).

A data management plan will be developed to ensure data and research outputs in SCALE are FAIR (Findable, Accessible, Interoperable and Reusable).

All project partners agree upon explicit rules governing IPR, e.g., ownership and access rights to past and future IP. Procedures and any potential issues arising from commercial exploitation are clearly laid down in the consortium agreement.

10.2 Open Science

SCALE will contribute to reaching the EU's strategies, research aims and regulations in the field of electric mobility and smart charging. To do so, the project's methodology and processes are based on open science practices, particularly in the dissemination and exploitation of SCALE's results, data and findings to external stakeholders to the project. Not everything can be disclosed publicly, confidentiality of business partners' competitivity data and General Data Protection Regulations (GDPR) will be followed.

In line with the grant agreement, all public deliverables will be uploaded on the SCALE website and scientific publications will be published according to open-access requirements and Horizon Europe guidelines. Research outputs will be published in Open Access Journals and Open Access Repositories. SCALE will put a particular emphasis on the reproducibility of its outputs which includes following the principles of reproduction, replication and re-use.

Beyond the research community, and where applicable, outputs including tools, models and softwares should be made available to the public and consortium members are encouraged to involve as much as possible relevant knowledge stakeholders including citizens.

10.3 Key Performance Indicators

The project's C/D/E activities will be undertaken according to the following key performance indicators (KPIs). They will guide the monitoring and evaluation of the project's performance and outreach in regard to online media, press coverage, and events. A database was created and available to all partners to register and keep track of these activities. The monitoring and evaluation of these KPIs will be undertaken during the official reporting in M18 and M36.

Table 2 SCALE's Key Performance Indicators

Activity	Performance midterm	End of the project
Website – Number of visitors	150/month	250/month
Twitter – total number of followers	75	100
LinkedIn – total members of SCALE Group	75	100
Quantity of media coverage achieved	≥ 5	≥ 10
No of peer-reviewed publications	≥ 2	≥ 9
No of external stakeholders attending the local workshop	20	20
No of final event attendees		≥70
Number of participants in awareness events	≥ 20	≥ 600
No of projects contacted	10	20
No of User Reference group participants in the workshops	30	30
No of liaison activities performed	10	0

11 Conclusion

The **Communication, Dissemination and Exploitation Strategy** is the key document to guide the project's activities in a strategic way. It aims to support consortium members in C/D/E activities by giving guidelines to identify relevant target groups and key messages, follow the project identity guidelines, use consistently the dissemination and communication tools and channels, gain a broader view of community building and engagement, and finally keep in mind planning and monitoring mechanisms.

The Strategy is in line with Article 17 of the Horizon Europe Grant Agreements' "Obligation to promote the action and its results Beneficiaries must promote the action and its results by providing targeted information to multiple audiences strategically and effectively (including to the public)."

12 Annex

Figure 1 Project Banner

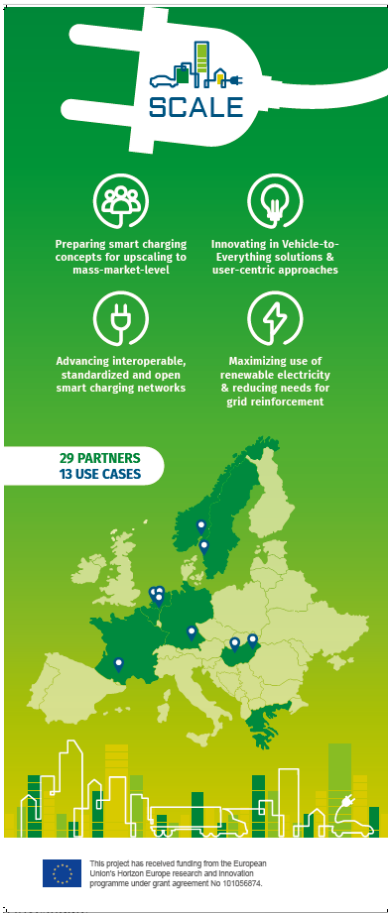

Figure 2 Project Leaflet (triptyque)

Figure 3 Screenshot of SCALE Website