



SCALE Local Communications Plans

Project deliverable D6.2



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1.1 Legal Disclaimer

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2 Executive Summary

This deliverable summarises the actions to be undertaken in task “**T6.3 – Local Communication, Diversity and Mentoring**”.

In this task, **POLIS Network** will liaise with use-case leaders to operationalise **local communication plans** tailored to each site, including appointing a **local communication manager per site** (in line with the deliverable document “D6.1 – Communication, Dissemination and Exploitation (C/D/E) Plan”), relate to **site-based end-user training** (in line with the deliverable document “D6.4 – Capacity Building Plan”), and prepare materials for **local communication in local languages**.

The task will also focus on the diversity of the local innovation ecosystem and end-user groups. ENEDIS will lead the use-case leaders in identifying and coaching a **local diversity mentor** responsible for selecting and coaching **2 young female researchers/professionals per site**. Meetings for cross-site discussions, networking, and exchange will be held every 6 months.

3 Advice on local communication

3.1 What and when to communicate?

SCALE's local communication plans should focus on the project's **testing and validation** of a variety of smart charging and Vehicle-to-Anything (V2X) solutions and services in **12 use cases** in real-life demonstrations in **8 European local contexts**: Utrecht (NL), Greater Munich Area (DE), Budapest (HU), Oslo (NO), Eindhoven (NL), Toulouse (FR), Debrecen (HU), and Gothenburg (SE).

In general, SCALE's local communication should be in line with the **project-wide clear narrative**, aiming at advancing smart charging and Vehicle-to-Grid (V2G) ecosystems to shape a new energy system wherein the flexibility of Electric Vehicle (EV) batteries is harnessed.

This narrative is thoroughly analysed in the deliverable document "D6.1 – Communication, Dissemination and Exploitation (C/D/E) Plan", wherein a list of simple, concise, and tailored statements convey the most important information to be shared with the audience consistently.

3.2 Whom to communicate to?

SCALE partners should seek to create their core local communication campaign messages with **specific target audiences in mind**. According to the deliverable document "D1.2 – Stakeholder Analysis Report", the **list of the stakeholders** that were mapped and are relevant to local communication is as follows:

- Electric Vehicle (EV) drivers
- Fleet operators
- Local and regional authorities
- National regulators
- Research and Technology Organisations (RTOs) and universities
- Charge Point Operators (CPOs)
- e-mobility service providers
- Distribution Network Operators (DSOs)
- Transmission System operators (TSOs)
- Energy suppliers
- Balance Responsible Parties (BRPs)
- Aggregators and Flexibility Service Providers (FSPs)
- Electric Vehicle (EV) manufacturers
- Battery manufacturers
- Charge point manufacturers

These are all the possible stakeholders/target groups (non-exhaustive list) but each local context and use case will (and should) vary.

3.3 How to communicate?

Before filling in the local communication plans, partners will need to define the following question: **Who are the stakeholders that we want to reach?**

It is important to identify the audience's level of familiarity with the issues of smart charging and Vehicle-to-Grid (V2G). It would be a misconception to suppose that there is such a thing as a "general public".

For each stakeholder and target group, the following **key questions** should be asked:

- Is the announcement newsworthy, in general?
- Will the news to be communicated be of interest to the specific stakeholder?
- What are the stakeholder's cultural differences, levels of knowledge, and demographics?
- Will members of the media, in general, be interested?

Communication plans will need to be **tailored to different target groups**. Different communication channels enable to reach different target groups or stakeholders.

Some target audiences can become instrumental in the implementation of the solutions developed. This would beg the question of whether to **communicate directly** with the main target group **or indirectly** (through the media). While the first entails a more direct and tailored approach, addressing the specific group's needs and priorities, the latter necessitates a different approach, emphasising more general and generic objectives, targets, and challenges.

Finally, for the **communication tools** to be used, please consult the deliverable document "D6.1 – Communication, Dissemination and Exploitation (C/D/E) Plan" or contact directly POLIS Network for direct guidance.

3.4 How to measure your impact?

Communication should be monitored and evaluated to measure its impact in terms of **efficiency** and **effectiveness**.

Some **relevant indicators** helping to **measure the impact** of communication are:

- Social media interaction (likes, comments, shares, retweets, etc.)
- Website visitors
- Participation in physical and virtual meetings
- Direct communication by emails
- Number of leaflets/brochures distributed/downloaded

Assessing the efficiency and effectiveness of communication requires a **threefold analysis**:

- Output: Do we manage to produce and distribute the communication outputs that we had initially planned? Factors that are mainly in the hands of the communicator (events organised, numbers of printed leaflets, web posts, press releases, social media posts, etc.) are examined through this.
- Uptake: Do our target audiences react to our communication? Factors that have mainly to do with the reactivity of the target audiences (participation in events, web visits, press releases used to develop news articles, likes/retweets/shares, leaflets picked up, etc.) are examined through this.
- Impact: Do our messages reach their goal? Are smart charging and Vehicle-to-Grid (V2G) advancing? Are synergies being created and initiatives being undertaken thanks to our communication?

4 Tentative Calendar

What and when we communicate, whom we communicate to, as well as the approach and the tools we use will change throughout the process. In SCALE, we can identify in broad lines **four phases**:

- Set-up of use cases [M1-M12]: The local communication strategy and the communication plans and guidelines are set at this stage. Each demonstration site shall have a local communication manager appointed by the use-case leaders. The role of the local communication manager will be to relate to site-based end-user training and to prepare the communication material (press releases, leaflets, social media and web posts, etc.) in local languages.
- Use case execution [M12-M34]: The operation of the use cases includes coordination and operational control, done by the use-case leaders, to ensure smooth execution of the use cases. The operation of the use cases will be promoted consistently to the target groups through the appropriate communication channels and using adequate communication tools. Reliable and valuable data will be collected and assessed to measure the impact of the communication and adapt it to the target group's needs and interests.
- Usability and user experience study [M23-M36]: Following the development of SCALE's Open Architecture, which ensures interoperability in the system, and as part of the use-case execution, the viability of the system shall be demonstrated on-site at the use-case locations, via workshops testing the innovative Vehicle-to-Everything (V2X) solutions, within the framework of SCALE's 4 innovation clusters. SCALE will objectively and subjectively evaluate the use, usability, user acceptance, and satisfaction of male and female end users. The user experience study will be held during the real-life testing phase with a minimum of 20 users at each demo site. The results will be communicated to the public.
- Compilation of lessons learned [M34-M36]: After the use-case implementation and validation, the project shall prepare the mass deployment across Europe, through the V2X Alliance. A visually appealing e-brochure (available to download and widely promoted) will be created towards the end of the project, compiling the lessons learned from each of the 4 innovation clusters.

5 Support and Guidelines

5.1 Partners' role and involvement

POLIS Network, leading the work package "WP6 – Communication, replication, and European take-up", is in charge of the **communication, dissemination, and exploitation activities** by making use of the appropriate channels and tools. It shall also liaise with the use-case leaders to operationalise local communication plans tailored to each site and coordinate the communication at a local level.

Use-case leaders are required to appoint a **local communication manager** per use-case location (in line with the deliverable "D6.1 Communication, Dissemination and Exploitation (C/D/E) Plan"), either from their organisation from partner organisations participating in the use cases. These local communication managers will function as the single points of contact (SPOCs) between POLIS Network and the use cases, bridging the general communication of SCALE with the local communication of each use-case location. Among their tasks, they will be responsible for organising site-based end-user training and for communicating the use-case news and results in local languages.

Furthermore, as per the description of the task "T6.3 – Local Communication, Diversity, and Mentoring", **ENEDIS** will lead the use-case leaders in identifying and coaching a **local diversity mentor**, either from their organisation or from partner organisations participating in the use cases. The mentor, in turn, will be responsible for selecting and coaching **2 young female researchers/professionals** (again, either from their organisation, from partner organisations participating in the use cases, or from stakeholders in the local ecosystems) **per site**. This will enable the promotion of the project in the local ecosystems, along with their diversification. To achieve a substantial outcome, meetings for cross-site discussions, networking, and

exchange will be held every 6 months. These meetings can be hybrid and their form can be that of informative webinars, training events, and workshops.

5.2 Tips and hints

Hereby is a list of **things to keep in mind** when communicating about the project. Some of them are also explained more in detail in the deliverable document “D6.1 – Communication, Dissemination and Exploitation (C/D/E) Plan”.

- Always make use of the **document templates** prepared for the SCALE project and available on the SCALE SharePoint.
- Make sure that the **SCALE project logo** is always visible when it comes to communication documents.
- When preparing a new communication document, make sure that you always display the **EU flag** mentioning the full phrase about Horizon Europe and EU funding. At the end of the document, always use the **EU disclaimer**.
- Follow, share/retweet, and like **SCALE’s social media posts** on Twitter and LinkedIn.
- In case you are communicating in English, use **British English**, as it is the standard scientific and academic version of English. For units of measurement, follow the **International System of Units (SI)** as a guide. For bibliographic references, use the [European Interinstitutional Style Guide](#).
- **Translations from English** can be done **informally and directly** if you are communicating in another language that is not English. Please contact POLIS Network directly in case of a more demanding text requiring professional translation services.
- Acknowledge all sources of information, such as quotes or borrowed ideas, via **references**, **hyperlinks**, and **footnotes**.
- Make use of images either with **no copyright** restrictions or whose **copyright you own** and/or can purchase.
- **Contact** directly **POLIS Network** for any kind of assistance in communication matters.

5.3 Communication trends and best practices

Hereby is a list of trends and practices that can **help enhance the quality and the results** when communicating about the project. POLIS Network can support you with kickstarting these, both in terms of guidelines and in terms of budget (per the grant agreement, there is the provision of funding for infographics, webinars, videos, podcasts, etc.).

- Make use of **Artificial Intelligence (AI) platforms** when creating content. When communicating in English, platforms like [CopyAI](#) and [HyperWrite](#) can help you create concise phrases in a fast and efficient manner, [QuillBot](#) can help you paraphrase and reformulate existing texts, and Grammarly can support proofreading and correct your grammar, spelling, and syntax.
- If you have content that can be shown more **visually**, you may want to consider an approach or a communication method that uses diagrams, charts, infographics, etc.
- Please consider promoting **sustainable communication**, meaning prioritising digitally accessible formats over printed formats, for example.
- Do not hesitate to develop **webinars** or **podcasts** to promote the project, the use cases, and their results in your local languages. **Audio and video formats** are getting more and more popular with stakeholders and the general public.

6 Local Communication Plans & Needs Assessment Tables

6.1 Use-case location 1: Utrecht

6.1.1 Utrecht Local Communication Plan

Use Case: 00	
Cluster: Vehicle-to-Public	
Local Communication Manager	Bart van der Ree
Organisation	We Drive Solar
E-mail	Bart.vanderRee@sustainomy.biz
1. Overview	
Description of the use case, objectives, innovations, timeline, and partners	
The Utrecht use-case location is the testing site of use case 00, which features the world's largest living lab for V2G charging in the form of a bi-directional ecosystem via combined V2G services from a large car-sharing programme (at the end of SCALE) of 500 V2G-capable cars and 3,000 V2G-capable charging points, under a single owning entity. The overarching objective of this use case is to increase affordable, user-friendly charging infrastructure concepts and technologies that include Vehicle-to-Grid interactions. Cost savings through V2G are estimated in the order of 1,000 Euros per car per year for shared EVs. 2022: The bi-directional ecosystem is in operation with about 250 shared EVs and over 500 bi-directional charging points. The cars are smart charged based on day-ahead electricity market prices. V2G charging is being tested. May 2023: first small scale V2G operation using AC ISO-15118-20 interoperability with Hyundai IONIQ5 cars (25 charging points) December 2023: Full V2G operation with Hyundai IONIQ5 EVs on all charging stations and the start of upscaling of V2G December 2023: Development of decision support tool for the municipality The use case is led by We Drive Solar and other partners involved are Utrecht, Equigy, Utrecht University, Hyundai, GoodMoovs, and Renault.	
What are your objectives? What do you hope to achieve through your local communication plan?	
The local communication plan for Utrecht should showcase the use case's main objectives, methodology and approach. That is, to: • increase flexibility on the grid via grid balancing and congestion management solutions; • find the potential flexibility capacity that V2G car-sharing programmes can deliver to the grid and what individually distributed low-power chargers can offer in terms of flexibility; • prevent customer lock-in and competition lock-out by using open standards and protocols.	

One to two-sentence key messages to convey the use case (minimum 3)

1. Use case 00 (Utrecht) validates the potential of V2G at the household and neighbourhood levels to enable end-users (homeowners and shared mobility operators) to generate additional revenues by feeding their renewables and surplus energy stored in the EV battery into the grid.
2. An aggregate of 25 MWh in battery storage will be achieved by implementing 500 V2G capable shared E-cars and 3,000 V2G capable public charging points, reducing peak load by 10 MW.
3. The upscaling of the use case's results will enable a potential reduction in charging time of 83%, compared to conventional 3kW, reducing costs for grid reinforcement by 88% compared to a situation without smart charging.

2. Target Groups

Add or delete categories, the list below gives examples to look at.

End-users (EV sharing)	Private persons and employees of subscribed organisations that use the smart charged / bidirectional We Drive Solar shared e-cars. Provide mobility services with under-the-hood smart/V2G charging.
End-users (EV drivers)	EV owners (or car leasers) that smart charge their EV on public WDS chargers. Provide charging service with under-the-hood smart/V2G charging.
Local, regional or national government	Municipality of Utrecht, Province of Utrecht, national government. Implement and scale up.
DSOs and TSOs	Stedin and other DSOs, TenneT. Offer and jointly ancillary grid services including congestion management.
National regulators	Raise awareness and assist in improving regulatory frameworks

3. Channels

How do you aim to communicate and disseminate the use case's results, events, workshops, etc.?

If you aim to create your own, local channels, please state them in the middle (details) column.

Otherwise, state on which existing channels you will communicate locally.

If you aim to use both, please state so.

Channel/Mean	Details	Target Group
Social Media (LinkedIn, Twitter, Facebook, etc.)	Use WDS social media channels and those of partners	End-users, professionals, interested public, press
Website(s)	Use WDS and partner websites	End-users, professionals, interested public, press
Newsletter(s)	WDS Newsletter	End-users
The media (local, regional, national)	A good network of media outlets in the Netherlands	Interested public
A leaflet, banner, sticker, etc. <i>Will there be a dedicated space for them (a fixed spot)?</i>	Utrecht bi-directional ecosystem	Interested public

What kind of communication material do you intend to create in your local language(s)?

- Videos, social media posts, newsletters, press releases

4. Events

What are key local, regional or national events, conferences or meetings you can attend and participate in to communicate and disseminate your use case? Please state as much information as you have, including event title, date, place, target groups addressed, etc.

- In March/April, a visit from a Minister or State Secretary is expected in Utrecht. This will probably be turned into a press event and press release.
- End of March, WDS will present the Utrecht UC at a V2G event being organised by ElaadNL.
- In the past years, several visits from the King, Ministers and other persons have been made and can be expected in the future.

5. End-User Training/Workshops (On-site)

Please state the target audience of the training or workshops

TBD

Ideas of topics, approximative dates, location + size of the audience

- None planned presently.

6. Support from POLIS and other partners

Where and how would you need support from POLIS and other consortium members? (e.g. defining objectives, target groups, channels, events, etc.)

TBD

6.1.2 Utrecht Needs Assessment Table

Do you have sufficient information about the SCALE project design? Do you know where to find it on the drive? (logos, templates, project colours, etc.)	Yes
Are you aware of the EU funding disclaimers you need to use systematically and the logos?	Yes
Do you know where to find the project leaflet and banner, ready for any consortium member to print?	Yes
Do you need support filling in the table above?	No

6.2 Use-case location 2: Greater Munich Area

6.2.1 Greater Munich Area Local Communication Plan

Use Cases: A1 and A2	
Cluster: Vehicle-to-Home	
Local Communication Manager	Christian Scheckenbach
Organisation	SONO Motors GmbH
E-mail	christian.scheckenbach@sonomotors.com
1. Overview	
Description of the use cases, objectives, innovations, timeline, and partners	
The Greater Munich Area use-case location will be the testing site of use cases A1 and A2. Both use cases feature two households in the Greater Munich area with a Sono Motors vehicle, a bidirectional charging station and an energy management system. Use case A1 requires additionally an installed PV system. The overarching objective in use case A1 is to use the vehicle as mobile home storage for locally generated solar electricity (Vehicle-to-Home) while in use case A2 the main goal is to stabilise the electricity grid (Vehicle-to-Grid). 2022 Requirements engineering for EMS, wallbox, Vehicle 2023 Hardware & Software Development. First tests of wallbox, vehicle, and energy management on component and system level (Q3 & Q4) 2024 On-site installations (Q1), V2H on-site execution and V2G on-site execution (Q2-Q4) 2025 V2H on-site execution and V2G on-site execution (Q1) and decommissioning , Data analysis (Q1-Q2) Both use cases are led by SONO Motors. Other partners involved in use case A1 are LWN and ENERVALIS while in use case A2 they are also accompanied by Equigy and the local energy supplier.	
What are your objectives? What do you hope to achieve through your local communication plan?	
The local communication plan for the Munich Greater Area should showcase the use cases' main objectives, methodology and approach. That is, to: • optimise local self-consumption by utilising the vehicle battery as home storage; • store surplus electricity from the building's rooftop PV system in the vehicle battery, enabling the owner to use more locally generated PV power; • assess the potential of delivering power back to the grid via V2G technology from a single household; • increase renewable energy utilisation, as well as the flexibility and stability of the grid.	
One to two-sentence key messages to convey the use cases (minimum 3)	

1. Use case A1 comprises a system that allows local electricity optimisation while respecting the users' mobility needs and reducing the complexity for the end customer to ensure usability.
2. Use case A2 focuses on the technical solutions needed, as well as on the usability for the end user, to find the optimal interface for the end user to control the (dis)charging.
3. Optimisation of the local energy system and usage of its flexibility will be easier with buildings connected to the grid that fulfil low-voltage grid codes. This results in reduced electricity exchange with the grid and improved grid integration if electricity can be supplied upon demand.
4. AC bidirectional charging is cost-efficient and has considerable potential in terms of savings and potential revenues, depending on national regulation and feed-in schemes, as well as equipment and implementation costs.

2. Target Groups

Add or delete categories, the list below gives examples to look at.

End-users (EV drivers)	Private homeowners that are connected to the low-voltage grid with a private charging station and PV system (only A1). Show the potential of (AC) bidirectional charging technology.
DSOs & TSOs	Raise awareness for this new kind of flexibility that becomes available at an economic cost.
National regulators	To show that the technology is ready but the regulatory framework is not.
Energy suppliers	To show that a new form of electricity tariffs might be required and that there is potential for added services.

3. Channels

How do you aim to communicate and disseminate the use case's results, events, workshops, etc.?

If you aim to create your own, local channels, please state them in the middle (details) column.

Otherwise, state on which existing channels you will communicate locally.

If you aim to use both, please state so.

Channel/Means	Details	Target Group
Social Media (LinkedIn, Twitter, Facebook, etc.)	Use Sono Motors and LVN channels in addition.	End-user, interested public
Website(s)	www.sonomotors.com	Interested public.
Newsletter(s)	Use Sono Motors and LVN channels in addition	End-user
The media (local, regional, national)	Good network to many German media outlets	Interested public, professionals
A leaflet, banner, sticker, etc. <i>Will there be a dedicated space for them (a fixed spot)?</i>	Sono Motors headquarters and use case site if possible. LVN headquarter (planned)	Interested public, end-users, professionals

What kind of communication material do you intend to create in your local language(s)? Video, blogpost, Newsletter, social media posts.	
4. Events	
What are key local, regional or national events, conferences or meetings you can attend and participate in to communicate and disseminate your use case? Please state as much information as you have, including event title, date, place, target groups addressed, etc. - TheSmarterE/Power2Drive in Munich Focus on Automotive and Energy (formerly known as Intersolar) - Professionals from Energy and Automotive Sectors. https://www.powertodrive.de/home	
5. End-User Training/Workshops (On-site)	
Please state the target audience of the training or workshops	TBD
Ideas of topics, approximative dates, location + size of the audience - Technical Requirements and regulatory requirements, Munich/online (TBD.) - Benefits of Vehicle-to-Home, Munich/online (TBD.)	
6. Support from POLIS and other partners	
Where and how would you need support from POLIS and other consortium members? (e.g. defining objectives, target groups, channels, events, etc.) TBD	

6.2.2 Greater Munich Area Needs Assessment Table

Do you need support filling in the table above?	No
Do you have sufficient information about the SCALE project design? Do you know where to find it on the drive? (logos, templates, project colours, etc.)	Yes
Are you aware of the EU funding disclaimers you need to use systematically and the logos?	Yes
Do you know where to find the project leaflet and banner, ready for any consortium member to print?	Yes

6.3 Use-case location 3: Budapest/Debrecen

6.3.1 Budapest/Debrecen Local Communication Plan

Use Case: B1	
Cluster: Vehicle-to-Business	
Local Communication Manager	Klaudia Gáspár
Organisation	DBH
E-mail	klaudia.gaspar@dbh-group.com
1. Overview	
Description of the use case, objectives, innovations, timeline, and partners	
The Budapest and Debrecen use-case locations will be the testing sites of use case B1. The use case features a carsharing fleet at “serviced office” locations by DBH, available to users of the serviced offices. The overarching objective in use case B1 is to showcase a positive business case of EV-carsharing, both for the fleet operator and the user. May 2023 --> #1 Location Start of the service (Test rides) August 2023 --> #2 Location Stat of the service The use case is led by DBH Serviced Office. Other partners involved in use case B1 are S IMMO A.G. (parent company: CPI Property Group), ESTON (building operation), E. ON AG, and GoodMoovs.	
What are your objectives? What do you hope to achieve through your local communication plan?	
The local communication plan for Budapest and Debrecen should showcase the use case’s main objectives, methodology and approach. That is, to: • cater to the end user and their preferences concerning mobility modes; • reduce demand charging (peak shaving) and Time-of-Use shifting to improve the business case; • establish a sustainable business model in the serviced office business market with the usage of smart charging, as monitoring and managing the energy consumption of the cars.	
One to two-sentence key messages to convey the use case (minimum 3)	
1. Use case B1 aims to shift electricity consumption away from a utility provider’s peak hours. Using input from sensors and users, smart charging attempts to balance efficient electric grid usage with the user’s charging needs. 2. Use case B1 aims to showcase the generation of revenue from car-sharing services and smart charging capabilities towards a building’s operator. 3. Due to the high price of fuel and taxation on company-owned cars, the solution developed will persuade business partners to make use of electric shared cars as part of serviced office services, providing a user-friendly system and interface for end users.	
2. Target Groups	
Add or delete categories, the list below gives examples to look at.	

End-users (EV drivers)	DBH customer
Private sector	DBH clients
Media and the press	Villanyautosok, HVG
CPOs	EMS
E-mobility service providers	GoodMoovs, DBH

3. Channels

How do you aim to communicate and disseminate the use case's results, events, workshops, etc.?

If you aim to create your own, local channels, please state them in the middle (details) column.

Otherwise, state on which existing channels you will communicate locally.

If you aim to use both, please state so.

Channel/Mean	Details	Target Group
Social Media (LinkedIn, Twitter, Facebook, etc.)	Facebook campaigns, LinkedIn organic posts, Youtube videos	DBH clients
Website(s)	dbh-group.com-> new landing page	DBH clients
Newsletter(s)	Active Campaign	DBH clients
The media (local, regional, national)	https://villanyautosok.hu/ ; https://hvg.hu/ ;	DBH clients
A leaflet, banner, sticker, etc. <i>Will there be a dedicated space for them (a fixed spot)?</i>	dbh-group.com-> new landing page	DBH clients

What kind of communication material do you intend to create in your local language(s)?

Blog posts, LinkedIn/Youtube organic posts, Image videos, Press releases, Facebook campaigns/posts

4. Events

What are key local, regional or national events, conferences or meetings you can attend and participate in to communicate and disseminate your use case? Please state as much information as you have, including event title, date, place, target groups addressed, etc.

Promotional and marketing events organised for customers and potential serviced office business partners.

5. End-User Training/Workshops (On-site)	
Please state the target audience of the training or workshops	TBD
Ideas of topics, approximative dates, location + size of the audience	
TBD	
6. Support from POLIS and other partners	
Where and how would you need support from POLIS and other consortium members? (e.g. defining objectives, target groups, channels, events, etc.)	
Do not need support from POLIS.	

6.3.2 Budapest/Debrecen Needs Assessment Table

Do you need support filling in the table above?	No
Do you have sufficient information about the SCALE project design? Do you know where to find it on the drive? (logos, templates, project colours, etc.)	Yes
Are you aware of the EU funding disclaimers you need to use systematically and the logos?	Yes
Do you know where to find the project leaflet and banner, ready for any consortium member to print?	Yes

6.4 Use-case location 4: Budapest/rest of Hungary

6.4.1 Budapest/rest of Hungary Local Communication Plan

Use Cases: B2 and D2	
Clusters: Vehicle-to-Business and Vehicle-to-Public	
Local Communication Manager	János Ungár
Organisation	EMS
E-mail	jungar@esols.eu
1. Overview	
Description of the use cases, objectives, innovations, timeline, and partners	
The Budapest and the rest of Hungary use-cases locations will be the testing sites of use cases B2 and D2. Both use cases feature sites owned and managed by EMS. Use case B2 features 30 charge points installed at Duna Auto, coupled with a 400 kW PV roof system and a similar-sized battery energy storage system to be installed in 2023. Use case D2 features 120 smart-charging points that were recently installed at 14 different locations of Stop Shop's nationwide shopping centre chain, also coupled with roof-top PV systems and battery energy storage systems to be installed in 2023. The overarching objective in use case B2 is to will demonstrate a future-proof complex energy system with minimal dependence on the public electricity network which maximises renewable energy usage both at the buildings as well as for related mobility needs, while in use case D2 to support the increase of green energy usage in buildings and at the smart charging networks by applying this form of aggregation. The timeline of these use cases is still TBD. Both use cases are led by EMS. Other partners involved in both use cases are EMP, Current, Enervalis, DSO, and ABB.	
What are your objectives? What do you hope to achieve through your local communication plan?	
The local communication plan for Budapest and the rest of Hungary should showcase the use cases' main objectives, methodology and approach. That is, to: • experiment with V2X, V2G, and V2P scenarios with the help of 1 or 2 additional bidirectional charges installed, as well as a few capable vehicles; • demonstrate the practical usage of IDACS and how it can contribute to the ultimate charging experience with static and dynamic data of chargers that will be provided for optimisation and research activities; • to function as a pilot for energy aggregation, where the produced renewable energy can be used at different locations with an internal balancing system.	
One to two-sentence key messages to convey the use cases (minimum 3)	

1. Use case's B2 concept could be adapted to all kinds of business or industrial sites.
2. The results and findings of the use case B2 demonstration could be well used by the regulators in Hungary as well as in other CEE countries.
3. Both the energy aggregation including smart and eventually V2G charging, as well as the green loyalty program for EV users, are innovative elements of the use case D2 demonstration.
4. The business model as well as the technical solutions developed and tested within use case D2 will be essential for any follower initiative and would also be excellent for regulators to explore.

2. Target Groups

Add or delete categories, the list below gives examples to look at.

End-users (EV drivers)	Public or private
Local, regional or national government	TBD
Private sector	TBD
Media and the press	TBD
CPOs	TBD
Knowledge institutes/universities	TBD
E-mobility service providers	TBD

3. Channels

How do you aim to communicate and disseminate the use cases' results, events, workshops, etc.?

If you aim to create your own, local channels, please state them in the middle (details) column.

Otherwise, state on which existing channels you will communicate locally.

If you aim to use both, please state so.

Channel/Means	Details	Target Group
Social Media (LinkedIn, Twitter, Facebook, etc.)	TBD	TBD
Website(s)	TBD, if need be	TBD
Newsletter(s)	TBD, if need be	TBD
The media (local, regional, national)	TBD, if need be	General public
A leaflet, banner, sticker, etc.	TBD, if need be	General public
<i>Will there be a dedicated space for them (a fixed spot)?</i>		

What kind of communication material do you intend to create in your local language(s)?	
TBD	
4. Events	
What are key local, regional or national events, conferences or meetings you can attend and participate in to communicate and disseminate your use case? Please state as much information as you have, including event title, date, place, target groups addressed, etc.	
TBD	
5. End-User Training/Workshops (On-site)	
Please state the target audience of the training or workshops	TBD
Ideas of topics, approximative dates, location + size of the audience	
TBD	
6. Support from POLIS and other partners	
Where and how would you need support from POLIS and other consortium members? (e.g. defining objectives, target groups, channels, events, etc.)	
TBD	

6.4.2 Budapest/rest of Hungary Needs Assessment Table

Do you need support filling in the table above?	Yes
Do you have sufficient information about the SCALE project design? Do you know where to find it on the drive? (logos, templates, project colours, etc.)	No, need guidance
Are you aware of the EU funding disclaimers you need to use systematically and the logos?	No, need guidance
Do you know where to find the project leaflet and banner, ready for any consortium member to print?	No, need guidance

6.5 Use-case location 5: Toulouse

6.5.1 Toulouse Local Communication Plan

Use Case: B3	
Cluster: Vehicle-to-Business	
Local Communication Manager	Karima Boukir
Organisation	ENEDIS
E-mail	karima.boukir@enedis.fr
1. Overview	
Description of the use case, objectives, innovations, timeline, and partners	
The Toulouse use-case location is the testing site of use case B3, which features a depot where cars are stored before being transported to the dealers' shops. 8 chargers are placed with the requirement to get the electric cars charged to around 50% SoC (or more, depending on clients' requested service) in a specific time frame. The overarching objective of this use case is to test and develop smart-charging strategies to better use the installed chargers and limit the power capacity. The timeline of this use case is still TBD. The use case is led by ENEDIS and the other partners involved are Current, as well as the site owner (to be confirmed).	
What are your objectives? What do you hope to achieve through your local communication plan?	
The local communication plan for Toulouse should showcase the use case's main objectives, methodology and approach. That is, to: • test smart-charging peak shaving and time-of-use shifting, specifically looking at reducing the costs; • include in trials the signals from PV surplus in the testing area; • facilitate making the optimal decision to equip the charging infrastructure.	
One to two-sentence key messages to convey the use case (minimum 3)	
1. Use case B3 aims at providing insight into the data to enable the optimisation of charging strategies. The data to be accessed will be those of the site, depot, PV installation, and cars, as well as those of the local meteorological office (local data for weather forecast). 2. The power capacity (in kW) after optimisation via smart charging strategies is expected to decrease from 10% to 30%. 3. The share of renewable energy consumption for EV charging (in kWh) is expected to increase from 10% to 30%.	
2. Target Groups	

Add or delete categories, the list below gives examples to look at.

End-users (EV drivers)	Public or private
Local, regional or national government	TBD
Private sector	TBD
Media and the press	TBD
CPOs	TBD
Knowledge institutes/universities	TBD
E-mobility service providers	TBD

3. Channels

How do you aim to communicate and disseminate the use case's results, events, workshops, etc.?

If you aim to create your own, local channels, please state them in the middle (details) column.

Otherwise, state on which existing channels you will communicate locally.

If you aim to use both, please state so.

Channel/Mean	Details	Target Group
Social Media (LinkedIn, Twitter, Facebook, etc.)	TBD	TBD
Website(s)	TBD, if need be	TBD
Newsletter(s)	TBD, if need be	TBD
The media (local, regional, national)	TBD, if need be	General public
A leaflet, banner, sticker, etc. <i>Will there be a dedicated space for them (a fixed spot)?</i>	TBD, if need be	General public

What kind of communication material do you intend to create in your local language(s)?

TBD

4. Events	
What are key local, regional or national events, conferences or meetings you can attend and participate in to communicate and disseminate your use case? Please state as much information as you have, including event title, date, place, target groups addressed, etc. TBD	
5. End-User Training/Workshops (On-site)	
Please state the target audience of the training or workshops	TBD
Ideas of topics, approximative dates, location + size of the audience TBD	
6. Support from POLIS and other partners	
Where and how would you need support from POLIS and other consortium members? (e.g. defining objectives, target groups, channels, events, etc.) TBD	

6.5.2 Toulouse Needs Assessment Table

Do you need support filling in the table above?	Yes
Do you have sufficient information about the SCALE project design? Do you know where to find it on the drive? (logos, templates, project colours, etc.)	No, need guidance
Are you aware of the EU funding disclaimers you need to use systematically and the logos?	No, need guidance
Do you know where to find the project leaflet and banner, ready for any consortium member to print?	No, need guidance

6.6 Use-case location 6: Gothenburg

6.6.1 Gothenburg Local Communication Plan

Use Case: B4	
Cluster: Vehicle-to-Business	
Local Communication Manager	Rahmat Khezri
Organisation	Chalmers
E-mail	rahmatollah.khezri@chalmers.se
1. Overview	
Description of the use case, objectives, innovations, timeline, and partners	
The Gothenburg use-case location is the testing site of use case B4, which features a smart building parking garage with EV bidirectional charging at Chalmers University, dotted with AC and DC chargers, as well as including a rooftop solar PV and a stationary battery. The overarching objective of this use case is to research the potential of V2X technology. August 2023 --> EV and hardware delivery, start commissioning January 2024 --> Testing the services The use case is led by Chalmers and the other partner involved is Polestar.	
What are your objectives? What do you hope to achieve through your local communication plan?	
The local communication plan for Gothenburg should showcase the use case's main objectives, methodology and approach. That is, to: - research self-consumption, peak shaving, price arbitrage, congestion management, and backup power; - compare the different services that V2X can fulfil in the Vehicle-to-Business Innovation Cluster; - make better choices as to what services yield the most benefits.	
One to two-sentence key messages to convey the use case (minimum 3)	
1. Use case B4 aims at increasing the energy supply resilience by V2X, while also increasing the lifetime of the EV's battery through smart charging and V2X. 2. By increasing self-consumption and providing flexibility to the grid, use case B4 aims at minimising the charging cost of EVs and the energy cost of smart buildings with EVs. 3. Ultimately, use case B4 aims to contribute to the wider goal of decreasing CO2 emissions.	
2. Target Groups	

Add or delete categories, the list below gives examples to look at.

End-users (EV drivers)	Public or private
Local, regional or national government	Goteborg Energy, Svenska Kraftnet, RISE
Private sector	HSB living lab
CPOs	CTEK
Knowledge institutes/universities	Chalmers University of Technology
E-mobility service providers	Polestar, Ferroamp, Volvo cars

3. Channels

How do you aim to communicate and disseminate the use case's results, events, workshops, etc.?

If you aim to create your own, local channels, please state them in the middle (details) column.

Otherwise, state on which existing channels you will communicate locally.

If you aim to use both, please state so.

Channel/Mean	Details	Target Group
Social Media (LinkedIn, Twitter, Facebook, etc.)	LinkedIn: we aim to disseminate our use case's results through LinkedIn organic posts. Youtube videos	Engineers or people involved in e-mobility University researchers
Website(s)	Chalmers research https://research.chalmers.se/en/project/10746	
Newsletter(s)	TBD, if need be	General public
The media (local, regional, national)	TBD, if need be	General public
A leaflet, banner, sticker, etc. <i>Will there be a dedicated space for them (a fixed spot)?</i>	TBD, if need be	General public

What kind of communication material do you intend to create in your local language(s)?	
TBD	
4. Events	
What are key local, regional or national events, conferences or meetings you can attend and participate in to communicate and disseminate your use case? Please state as much information as you have, including event title, date, place, target groups addressed, etc. - The IEEE International Conference on Energy Technologies for Future Grids (IEEE ETFG 2023) might be changed This conference will be held in Wollongong, New South Wales, Australia on 3-6 December 2023. The target group at this conference is university researchers and industry engineers. - Meeting: inviting different stakeholders for site visits at Chalmers	
5. End-User Training/Workshops (On-site)	
Please state the target audience of the training or workshops	TBD
Ideas of topics, approximative dates, location + size of the audience • TBD	
6. Support from POLIS and other partners	
Where and how would you need support from POLIS and other consortium members? (e.g. defining objectives, target groups, channels, events, etc.) TBD	

6.6.2 Gothenburg Needs Assessment Table

Do you need support filling in the table above?	No
Do you have sufficient information about the SCALE project design? Do you know where to find it on the drive? (logos, templates, project colours, etc.)	No, need guidance
Are you aware of the EU funding disclaimers you need to use systematically and the logos?	No, need guidance
Do you know where to find the project leaflet and banner, ready for any consortium member to print?	No, need guidance

6.7 Use-case location 7: Oslo

6.7.1 Oslo Local Communication Plan

Use Cases: C1 and D1	
Clusters: Vehicle-to-Depot and Vehicle-to-Public	
Local Communication Manager	Amaury Perrier (person in charge of the marketing), Åsmund Møll Frengstad (Use-cases manager)
Organisation	Current Eco
E-mail	amaury.perrier@current.eco
1. Overview	
Description of the use cases, objectives, innovations, timeline, and partners	
The Oslo use-cases locations will be the testing site of use cases C1 and D1. Both use cases feature sites comprising parking and charging of private and company cars. Use case C1 features around 120 already installed chargers at the parking facilities of an office-dedicated private garage and for a shopping mall in the Mustad Eiendom community. Use case D1 features 20 already installed chargers at the headquarter of Bertel O. Steen (Car dealership and mobility provider) The overarching objective in use cases C1 and D1 is to showcase what the impact of the different smart charging services can be in cities when it comes to public charging. Both C1 and D1 are about to start but are waiting for the first V2G compatible chargers to test V2G combined with smart charging and grid stabilisation. Both use cases are led by Current. Other partners involved in both use cases are Tenants (external), Hyre (external), ENFO/Current, Elvia, Statkraft, and a flexibility provider (to be confirmed).	
What are your objectives? What do you hope to achieve through your local communication plan?	
The local communication plan for Oslo should showcase the use cases' main objectives, methodology and approach. That is, to: • implement peak shaving, time-of-use shifting, and price arbitrage; • to provide backup power and optimisation behind the meter charging with V2X capable cars and chargers.	
One to two-sentence key messages to convey the use cases (minimum 3)	
1. Use cases C1 and D1 aim at showcasing the necessity of MID-certified energy meters on the chargers and to conclude whether additional measurement requirements and requirements for grid integrations are in different countries. 2. The delta between the cost of goods sold and goods bought, the V2G cost, as well as the access to cars, will be improved, according to the market forecasts. 3. Use cases C1 and D1 will explore the acceptance and willingness of EV drivers to share their batteries in a V2G context. 4. The acceptance point in terms of kickback and the amount of flexibility that is offered will be researched in these use cases.	
2. Target Groups	

Add or delete categories, the list below gives examples to look at.

End-users (EV drivers)	Public and private
Local, regional or national government	Elvia and statkraft
Private sector	Bertel O. Steen, Mustad Eiendom
Media and the press	various
CPOs	CURRENT
E-mobility service providers	CURRENT

3. Channels

How do you aim to communicate and disseminate the use cases' results, events, workshops, etc.?

If you aim to create your own, local channels, please state them in the middle (details) column.

Otherwise, state on which existing channels you will communicate locally.

If you aim to use both, please state so.

Channel/Mean	Details	Target Group
Social Media (LinkedIn, Twitter, Facebook, etc.)	LinkedIn Facebook (maybe)	Professionals Private EV drivers
Website(s)	Current. eco	General public
Newsletter(s)	To existing facility/location owners and our Partners	General public
The media (local, regional, national)	TBD, if need be	General public
A leaflet, banner, sticker, etc. <i>Will there be a dedicated space for them (a fixed spot)?</i>	TBD, if need be	General public

What kind of communication material do you intend to create in your local language(s)?

TBD

4. Events	
What are key local, regional or national events, conferences or meetings you can attend and participate in to communicate and disseminate your use case? Please state as much information as you have, including event title, date, place, target groups addressed, etc. - Nordic EV summit - targeting the industry and private individuals (on open days) - EVSE37 - targeting the industry and private individuals (on open days)	
5. End-User Training/Workshops (On-site)	
Please state the target audience of the training or workshops	TBD
Ideas of topics, approximative dates, location + size of the audience TBD	
6. Support from POLIS and other partners	
Where and how would you need support from POLIS and other consortium members? (e.g. defining objectives, target groups, channels, events, etc.) TBD	

6.7.2 Oslo Needs Assessment Table

Do you need support filling in the table above?	No
Do you have sufficient information about the SCALE project design? Do you know where to find it on the drive? (logos, templates, project colours, etc.)	Yes
Are you aware of the EU funding disclaimers you need to use systematically and the logos?	Yes
Do you know where to find the project leaflet and banner, ready for any consortium member to print?	Yes
Do you need support filling in the table above?	Yes

6.8 Use-case location 8: Eindhoven

6.8.1 Eindhoven Local Communication Plan

Use Cases: C2 and C3	
Cluster: Vehicle-to-Depot	
Local Communication Manager	Interim: Rutger Bos
Organisation	VDL ETS
E-mail	r.bos@vdlets.nl
1. Overview	
Description of the use cases, objectives, innovations, timeline, and partners	
The Eindhoven use-cases location will be the testing site of use cases C2 and C3. Both use cases feature the testing facility of VDL ETS for heavy-duty vehicles (mostly busses), consisting of 5 high-power chargers (up to 450 kW), a 420 kWh stationary battery, and demo vehicles. The overarching objective in use case C2 is to reduce the needed grid reinforcement and at the same time deliver the needed high power for fast charging, while in use case C3 to test the business case of being independent of the grid. Timeline: - up to M12: build Virtual Power Plant & initial test plan - After M12: Start testing and evolve the test plan based on findings. Both use cases are led by VDL ETS. Other partners involved in both use cases are ENERVALIS, ENEXIS, and TenneT.	
What are your objectives? What do you hope to achieve through your local communication plan?	
The local communication plan for Eindhoven should showcase the use cases' main objectives, methodology and approach. That is, to: • test for high-power charging with a reduced grid connection; • use the same system, consisting of an energy management system, chargers, and BESS (Battery Energy Storage System), for increased self-consumption and other services; • reduce power peaks on the grid.	
One to two-sentence key messages to convey the use cases (minimum 3)	
1. Bi-directional BESS and Vehicles will increase flexibility as the demand on the grid reduces. 2. Use case C2 will showcase that in case fast charging isn't possible due to the grid connection being too small, then smart-charging solutions and a BESS will prove quickly viable. Use case C3 aims to try to reduce grid consumption to 0. 3. Due to the scarcity of raw materials, second-life batteries to produce a BESS for fast charging instead of producing e-vehicle will be used. 4. By enabling a VPP (Virtual Power Plant), use case C3 will make possible the foreseeing of energy needs through PV installation and a BESS (Battery Energy Storage System).	
2. Target Groups	

Add or delete categories, the list below gives examples to look at.

Fleet owners	Long-distance heavy-duty vehicles that travel through Europe. This could be Coaches but also Trucks.
Local, regional or national government	Local, regional and national governments in the EU need long-distance HD vehicles to reduce carbon pollution
CPOs	CPOs for highway (fast) charging of HD vehicles will face grid limitations. These solutions will help them overcome this challenge

3. Channels

How do you aim to communicate and disseminate the use cases' results, events, workshops, etc.?

If you aim to create your own, local channels, please state them in the middle (details) column.

Otherwise, state on which existing channels you will communicate locally.

If you aim to use both, please state so.

Channel/Mean	Details	Target Group
Social Media (LinkedIn, Twitter, Facebook, etc.)	TBD	TBD
Website(s)	TBD	TBD
Newsletter(s)	TBD	TBD
The media (local, regional, national)	TBD	General Public
A leaflet, banner, sticker, etc.	TBD	General Public
Will there be a dedicated space for them (a fixed spot)?		

What kind of communication material do you intend to create in your local language(s)?

TBD

4. Events

What are key local, regional or national events, conferences or meetings you can attend and participate in to communicate and disseminate your use case? Please state as much information as you have, including event title, date, place, target groups addressed, etc.

TBD

5. End-User Training/Workshops (On-site)	
Please state the target audience of the training or workshops	TBD
Ideas of topics, approximative dates, location + size of the audience	
TBD	
6. Support from POLIS and other partners	
Where and how would you need support from POLIS and other consortium members? (e.g. defining objectives, target groups, channels, events, etc.)	
TBD	

6.8.2 Eindhoven Needs Assessment Table

Do you need support filling in the table above?	No
Do you have sufficient information about the SCALE project design? Do you know where to find it on the drive? (logos, templates, project colours, etc.)	Yes
Are you aware of the EU funding disclaimers you need to use systematically and the logos?	Yes, but not in detail
Do you know where to find the project leaflet and banner, ready for any consortium member to print?	No