

# Communication and Dissemination Plan

D9.1

February 2022

# Deliverable

PROJECT ACRONYM	GRANT AGREEMENT #	PROJECT TITLE
V2Market	101033686	V2Market

## DELIVERABLE REFERENCE NUMBER AND TITLE

**D9.1**

**Communication and Dissemination Plan**

**Revision: v1.0**

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## DISSEMINATION LEVEL

- ✓ **P** **Public**
- C** Confidential, only for members of the consortium and the Commission Services

## Version History

REVISION	DATE	AUTHOR	ORG...	DESCRIPTION
V0.1	19.01.2022	Cinzia Alberti Mazzaferro	smartEn	First Draft
V0.2	01.02.2022	Michael Villa, Andrés Pinto-Bello, Juan Nalé Barbieri Piederiva	smartEn	First draft revision
V0.3	23/02/2022	Marc Vallverdú Anna Galdón Joana Mencos	Ecoserve is	Peer review
V1.0	25/02/2022	Cinzia Alberti Mazzaferro	smartEn	Final version for submission

## Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.



# Executive Summary

This document is Deliverable 9.1 – Communication and Dissemination Plan of the Horizon2020 V2Market project. The main objective of this deliverable is to define rules and standards for communication and dissemination activities throughout the project life time. The document outlines the key messages to communicate, the target groups to reach and the planned activities that will be performed to achieve a set of key performance indicators. The plan also illustrates the rules to follow in terms of visual identity and provides the official logo and branding of the project, including a set of standard templates. This strategy also sets principles to monitor and report communication and dissemination activities during the project lifetime and it includes a report of the performed activities until M6 of the project.

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# 1/ Introduction

## 1.1 The V2Market Project

The V2Market project aims at developing an innovative service to incorporate electric vehicles' (EVs) batteries in the electricity market. EV batteries have a storage and flexibility potential that can be exploited through vehicle-to-grid (V2G) and vehicle-to-building (V2B) technologies. V2Market will define the roles and contractual arrangements of a new business model for EV owners, aggregators and flexibility buyers. The project will explore new revenues streams from flexibility and energy efficiency services such as the provision of ancillary services to the grid and the integration of flexibility and energy efficiency at building level. The existing financial barriers will be tackled exploring innovative servitisation schemes and Energy Performance Contracts (EPC). With the use of monitoring and price forecasting Information and Communication Technology (ICT) tools, V2Market will enhance the management of V2G and V2B technology and facilitate the monitoring of energy savings and flexible consumption of end-users and aggregators. V2Market services will be tested in the Metropolitan Area of Barcelona.

The consortium of V2Market involves all the key market stakeholders for the delivery of V2G/V2B services, together with specific organisations providing cross-cutting knowledge on a variety of aspects regarding the project scope. The consortium puts together a public EV owner (Metropolitan Area of Barcelona), a V2G/V2B technology provider and aggregator (Nuvve), two potential aggregators (ANESE as potential independent aggregator for an integrated V2G service with other EE measures and Holaluz as electricity retail company that could also develop the aggregator services), a market operator (OMIE, the Spanish NEMO), a representative of flexibility providers (smartEn), a financial service provider (Enersave Capital), the Spanish Regulator (IDEA) and market/social sciences experts (Ecoserveis).

## 1.2 Deliverable Scope

Deliverable 9.1 "Communication and Dissemination Plan" is part of WP9 "Dissemination and Communication" and is linked to the task T9.1 "Communication and Dissemination Strategy". This plan sets objectives, strategies and tools to communicate and disseminate the results and activities of V2Market. It also lays out a roadmap for consortium members to ensure that every communication and dissemination effort has the largest possible impact. This deliverable also ensures a correct implementation of the strategy through the definition of monitoring principles and a collection of performed activities during the project lifetime.

## 1.3 Deliverable Structure

The deliverable is structured as follows:

- Chapter 1 is an introduction to the project main objectives and the scope of the deliverable.
- Chapter 2 describes the project communication and dissemination strategy, defines the objectives, key messages, targeted audiences and monitoring principles.
- Chapter 3 outlines the main communication and dissemination activities performed until project M6.

## 2/ Communication and Dissemination Strategy

The communication and dissemination strategy is set at the beginning of the project to spread awareness about the project activities and communicate key results among stakeholders. This strategy defines guidelines about the key messages to communicate, sets the target groups to reach and identifies the right channels and activities to use.

According to the definition of the European Commission<sup>1</sup>:

- The term “communication” refers to targeted actions to promote activities and results of the project that should be available to the general public and benefit society at large.
- The term “dissemination” means the disclosure of specific project results to a targeted audience (i.e., industry, policymakers, research peers) to enable them to potentially use the results.

### 2.1 Key Messages

The V2Market projects aims at developing an innovative business model to incorporate EVs in the power system using their storage and flexibility capacity. V2Market will allow EV owners, aggregators and flexibility buyers to benefit from new revenues streams from Energy Efficiency and flexibility services. Moreover, it will facilitate the large uptake of EVs while contributing to essential services for grid management. These main goals of the project are also reflected in the key messages that the project wants to communicate:

- 1) V2Market services will allow electricity consumers to benefit from financial savings and make it easier to acquire an EV.
- 2) V2Market will increase clean transportation, facilitate the energy transition and give to consumers the possibility to achieve CO2 savings.
- 3) V2Market will allow consumers, through aggregators, to play an active role in the energy market.

The V2Market business model will be tested in a real environment in the Barcelona Metropolitan Area (AMB). The main activities that will be performed by the pilot site are:

- Draft a common tendering document for the public procurement of V2G services.
- Test if the ICT tools developed in an earlier stage of the project are suitable to participate in the electricity markets and manage the charging/discharging of EVs.
- Ensure usability of the software for the EV users of the municipalities.
- Assess the acceptance and uptake of the service by end-users in a real environment.

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<sup>1</sup> <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq/933>



- Tailor the best contractual arrangements using the big data analysis of the AMB patterns for charging and discharging.

## 2.2 Target Groups

V2Market wants to reach multiple target audiences to achieve its objectives.

No.	Target Audience	Description
1	<b>Local and National Regulators</b>	Regulators are key enablers of the solutions proposed by the project. Local and national regulators can enforce policy to allow the uptake of the business models proposed by V2Market. In the context of the Spanish market, involvement of local and national authorities is also achieved through two partners of the consortium: AMB and IDAE.
2	<b>European Regulators</b>	Similar to local regulators, it is key to involve European regulators in any communication and dissemination effort. European regulation allows market parties and system operators to procure energy efficiency and flexibility services, which are key revenues streams for the V2Market solutions.
3	<b>Energy Industry</b>	Market parties, in particular aggregators, are key stakeholders to achieve the project objectives. A V2G service provider (NUVVE) and a business association (smartEn) are already part of the consortium but communicating and engaging other parties is essential for the development of the V2Market business model.
4	<b>System Operators</b>	System operators (in particular DSOs) are flexibility buyers in the design of the V2Market business model. Therefore, it is crucial to ensure their participation in the project and disseminate to them the project results.

5	<b>Current and potential EV owners</b>	Potential and current EV owners are a key target of the project since the V2Market business model will create revenues streams for them through the use of V2G/V2B technology.
6	<b>Citizens involved in the pilot</b>	The successful implementation of the pilot in AMB is ensured through the engagement of the administration staff that will use the V2Market solutions. Effective communication with these citizens will help the project to achieve its results.
7	<b>EU Commission and other H2020 projects</b>	Other EU funded projects are working on topics related to V2Market, it is key to engage in dialog with them and the EU Commission to increase synergies and ensure the adoption of project results.
8	<b>General Public</b>	One of the main project goals is to mainstream V2G and V2B technologies, this can be achieved by raising awareness among the general public on the benefits of flexibility services. The uptake of EVs and V2Market solutions comes through the engagement of this target group, which may be interested in the project results and influence policy makers.
9	<b>Academic Institutions</b>	The project will disseminate its key findings to researchers and academia, especially through the publication of a research paper with the implementation details of the pilot project by AMB.

Table 1 - Target Audiences

## 2.3 Channels

The V2Market project foresees different channels to perform communication and dissemination activities. The main channels are:

- V2Market website: [v2market-project.eu](https://v2market-project.eu)
- Social media: Twitter, LinkedIn and YouTube accounts
- Videos
- Workshops and webinars
- Events (local, regional, national and European)
- Participation in TV or radio programs
- Articles in general and specialised media

- Collaboration and coordination with other H2020 projects
- Newsletters
- Press releases

## 2.4 Activities

This section of the strategy identifies which dissemination and communication activities will be performed throughout the project duration. The dissemination activities aim at communicating specific project results to targeted audiences. Communication activities also add a public value translating in more simple terms the results and highlighting societal benefits. Examples of identified dissemination and communication activities are:

- Maintain an up-to-date project website uploading public deliverables, articles, calendar of events, news on current activities and videos. The website will be maintained both in English and in Spanish. This activity will be performed mainly by smartEn and Ecoserveis as they are the main partners involved in WP9.
- Share regular project updates on social media channels (LinkedIn and Twitter). Social media accounts will be used also to interact with multiple audiences, such as citizens, researchers, industry and related projects or initiatives. This activity will be performed by smartEn and Ecoserveis, alternating the responsibility every three months starting from M4 to M36. All partners are expected to regularly engage with these channels.
- Create a newsletter to share up-to-date information of the project developments and the specific actions of the pilot site. A database of the contacts will be created and the newsletter will be shared every three months starting from M7 to M36.
- Collaborate with the activities of WP8 (exploitation and transferability to European countries) to produce videos to showcase the V2G/V2B potential benefits and disseminate them through social media (i.e., YouTube), website and events. All partners are expected to collaborate in the video-making process, in particular AMB to facilitate the showcase of the pilot site.
- Organise at least five webinars at national and European level on selected topics according to the target groups. All partners are expected to collaborate in the organisation of the webinars, Ecoserveis will have a greater involvement in the organisation of webinars for a Spanish audience. These webinars will be also organised in view of the objectives of WP8.
- Participate in at least one TV or radio program to disseminate the project to a wider audience. smartEn and ECO will collaborate for the planning of this activity, ANESE and Ecoserveis will have a greater involvement if the selected program is for a Spanish audience.
- Publish at least ten articles in general and specialised media on V2Market developments and key results. smartEn will be the main partner involved in this activity, with the support of Ecoserveis for the translation of articles in Spanish, if needed. Indicative examples of media at European level that could feature V2Market's articles are:

- Horizon Magazine<sup>2</sup>. The EU Research & Innovation e-magazine, which covers the latest developments in EU funded research and innovation.
  - Research\*eu magazine<sup>3</sup>, a regular printed and online magazine that highlights the most promising project outcomes in a range of domains, with a focus on a particular theme in every issue.
- Publish press releases which will be distributed to different audiences at a European, national and local level through communications contacts and social media. Press releases will be published in English and Spanish. This activity will be performed by smartEn and Ecoserveis.
  - Organise a final conference with European stakeholders in Brussels. smartEn will lead this activity with the cooperation of Ecoserveis.
  - Produce dissemination material such as brochures, roll-up posters, and a project presentation to present the project at fairs, events and conferences. This activity will be led by smartEn.
  - Participate in at least ten local, regional, national and European events with the aim to network with projects of a similar thematic area, identify common challenges, and potential stakeholders, including other related H2020 projects. All partners are expected to participate in these events.

Table 2 presents a list of potential events that will take place during the first year of the project, the list will be regularly updated:

Event	Place/Date	Link
<b>EU Industry Days</b>	<b>Brussels / February 2022</b>	<a href="https://ec.europa.eu/info/policies/business-and-industry/eu-industry-days_en">https://ec.europa.eu/info/policies/business-and-industry/eu-industry-days_en</a>
<b>The Smarter E Europe</b>	<b>Munich / May 2022</b>	<a href="https://www.thesmartere.de/home">https://www.thesmartere.de/home</a>
<b>EV Charging Infrastructure Forum</b>	<b>Online / June 2022</b>	<a href="https://www.bisgrp.com/event/3rd-edition-ev-charging-infrastructure-forum/">https://www.bisgrp.com/event/3rd-edition-ev-charging-infrastructure-forum/</a>
<b>SPARK</b>	<b>London / June 2022</b>	<a href="https://www.terrapinn.com/exhibition/spark/index.stm">https://www.terrapinn.com/exhibition/spark/index.stm</a>

<sup>2</sup> <http://horizon-magazine.eu/>

<sup>3</sup> <https://cordis.europa.eu/research-eu/en>

<b>Foro de las Ciudades + GENERA</b>	<b>Madrid / June 2022</b>	<a href="https://www.ifema.es/foro-ciudades">https://www.ifema.es/foro-ciudades</a>
<b>Energy Storage Global Conference</b>	<b>Brussels / October 2022</b>	<a href="https://ease-storage.eu/easeevents/energy-storage-global-conference/">https://ease-storage.eu/easeevents/energy-storage-global-conference/</a>
<b>EUSEW</b>	<b>Brussels / October 2022</b>	<a href="https://www.eusew.eu/">https://www.eusew.eu/</a>
<b>Automobile Barcelona</b>	<b>Barcelona / October 2022</b>	<a href="https://www.automobilebarcelona.com/ca/">https://www.automobilebarcelona.com/ca/</a>
<b>Som Elèctrics</b>	<b>Terrassa/ October 2022</b>	<a href="https://somelectrics.mnactec.cat/">https://somelectrics.mnactec.cat/</a>
<b>Enlit Europe 2022</b>	<b>Frankfurt / November 2022</b>	<a href="https://www.enlit-europe.com/2022-live-event">https://www.enlit-europe.com/2022-live-event</a>
<b>Smart City Expo World Congress</b>	<b>Barcelona / November 2022</b>	<a href="https://www.smartcityexpo.com/">https://www.smartcityexpo.com/</a>
<b>Expoelectric</b>	<b>Barcelona / November 2022</b>	<a href="https://www.expoelectric.cat/es/">https://www.expoelectric.cat/es/</a>
<b>MATELEC</b>	<b>Madrid / November 2022</b>	<a href="https://www.ifema.es/matelec">https://www.ifema.es/matelec</a>
<b>FLEXCON</b>	<b>Amsterdam TBD / January 2023</b>	<a href="https://flexcon2022.eu/">https://flexcon2022.eu/</a>
<b>European Energy Efficiency Conference</b>	<b>Wien / March 2023</b>	<a href="https://www.wsed.at/european-energy-efficiency-conference">https://www.wsed.at/european-energy-efficiency-conference</a>
<b>Smart E-Mobility Conference</b>	<b>Wien / March 2023</b>	<a href="https://www.wsed.at/smart-e-mobility-conference">https://www.wsed.at/smart-e-mobility-conference</a>

Table 2 - List of events

## 2.5 Visual Identity

All V2Market communication and dissemination activities will use the official logo shown in Figure 1 and follow the guidelines for visual identity identified in the brand manual (see Annex II).



Figure 1 - V2Market official logo

Deliverables and presentations will use a common template provided to the partners (see Annex I) and shared through the internal communication channels. All communication shall clearly show the EU flag and EU funding.

## 2.6 Key Performance Indicators (KPIs) for Communication and Dissemination

The Communication and Dissemination plan identifies a list of KPIs to benchmark the activities that have been planned. It also establishes a methodology (see section 2.9) to monitor the performed actions, to measure the impacts and enforce potential correction actions. This list of KPIs follow what already proposed in the project Grant Agreement:

Item	When	Diss. level	KPI
Project identity toolkit	M6	Among partners, to be used in all dissemination	1 logo, 1 set of templates
Website	M6 – M36	Local, national and European	30,000 visits
Social Media channels	M6 – M36	Local, national and European	3,000 followers
Brochures and flyers	M6 – M36	Local, national and European	6,000 people reached
Articles in generalised and specialised media	M15 – M36	Local, national and European	10 articles

Video	M6 – M30	Local, national and European	1,500 people reached
Webinars	M20 – M36	National and European	2 webinars per country and 2 at EU level

Table 3 - Communication and Dissemination KPIs

## 2.7 Deliverables

The communication and dissemination activities will be reported in four deliverables:

- D9.1. - Dissemination and Communication Plan, which is the present document and includes the rules and standards for communication and dissemination activities jointly with the partners' roles and the expected impacts, and a record of activities related to dissemination and communication performed in the period M6 and M36.
- D9.2. - V2Market Website. The project website available in Spanish and English at M6.
- D9.3 - Dissemination material, which is a compilation of all the materials used to promote the project until M18.
- D9.4 - Dissemination report, which is a description of all the activities implemented to promote V2Market and their impact until M36.

## 2.8 Internal Project Communication

The main channel of communication among project partners is MS Teams, which is used mainly as a repository and to organise regular videoconferences (i.e., monthly meetings). Specific folders have been created for each WP to share documents and deliverables and ease communication among partners. A second communication channel is an email address with a regularly updated distribution list of partners.

## 2.9 Monitoring of Communication and Dissemination activities

A set of tools has been created in the framework of WP9 to monitor the communication and dissemination efforts and their impact. In particular:

- 1) An Excel file "Communication and Dissemination Report" has been uploaded in the shared Teams folder and it will be regularly updated by partners with a record of attended events, issued press releases or published articles.
- 2) An Excel file "Social Media Calendar & Report" will be shared between smartEn and ECO to coordinate the activities for social media accounts and report statistics (i.e., followers, website views, newsletter audience).

## 3/ Monitoring and reporting of C&M activities performed until M6

### 3.1 Website

The main communication channel of the project is the website, which has been launched in February 2022 and it is available in English and Spanish at: [v2market-project.eu](https://v2market-project.eu).

At the time of writing, there are not yet statistics available regarding the number and geographical location of the users. This data will be shared with the update of this document in M36.

### 3.2 Social Media

The project has set up a Twitter account available at: <https://twitter.com/V2Market>, a LinkedIn account available at: <https://www.linkedin.com/company/v2market> and a YouTube channel.

Table 4 shows the statistics for these accounts:

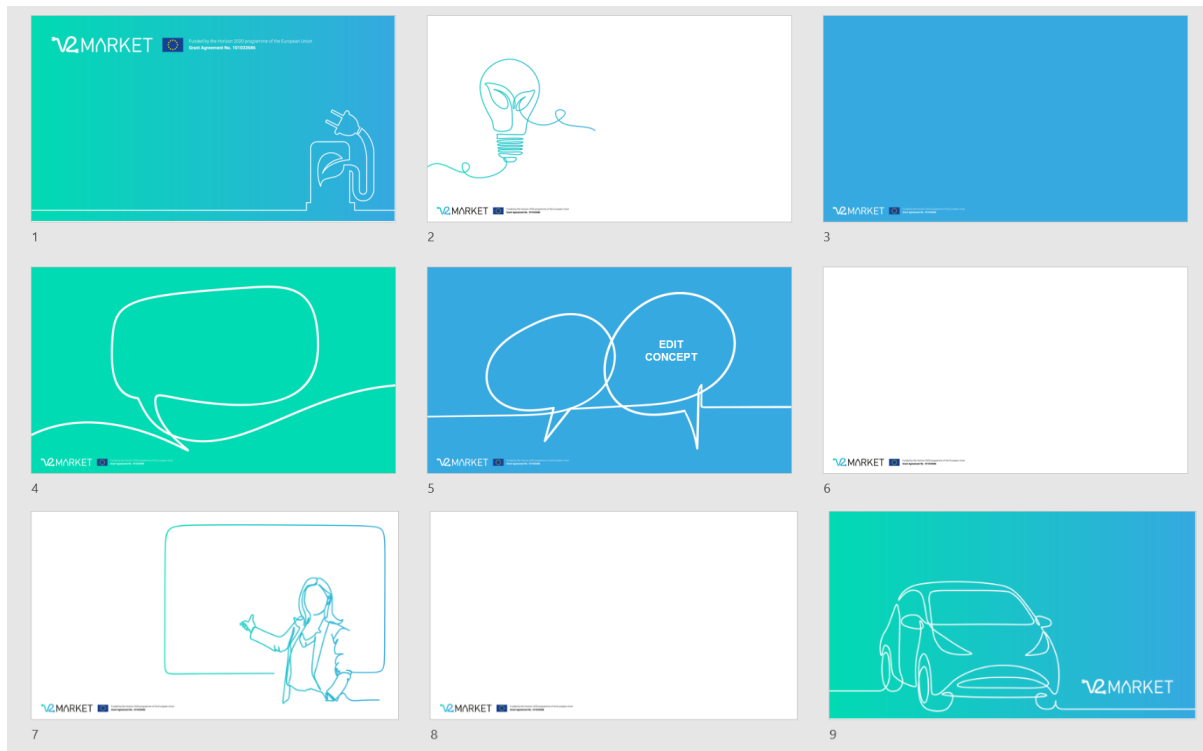
Channel	Followers	Date
Twitter	17	M6
LinkedIn	85	M6
YouTube	0	M6

The LinkedIn and Twitter accounts have engaged on a regular basis with their audiences during the first months of the project, sharing information on the V2Market objectives, its partners and the ongoing tasks.



# Annex I

## Templates



**DELIVERABLE REFERENCE NUMBER AND TITLE**  
**<DX.X>**  
**<Name of document / deliverable**  
**etc>**  
**Revision: <vX.X>**

#### AUTHORS

<Author Name> <Author Name> <Author Name> <Author Name>  
<Partner> <Partner> <Partner> <Partner>



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REVISION	DATE	AUTHOR	ORG.	DESCRIPTION
v1.0	X.XX.XX	Author Name	(XYZ)	Description of revision
v1.0	X.XX.XX	Author Name	(XYZ)	Description of revision

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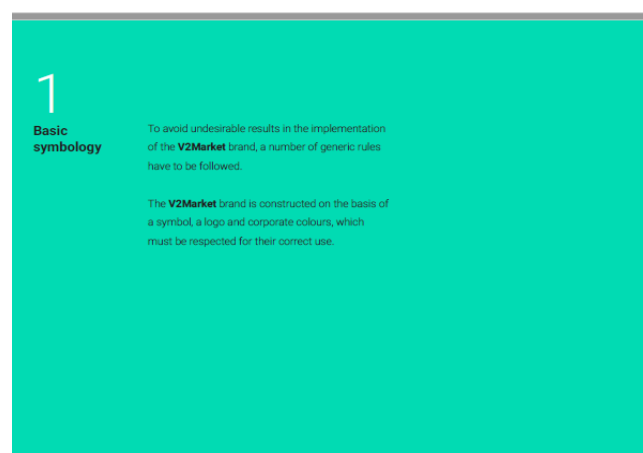
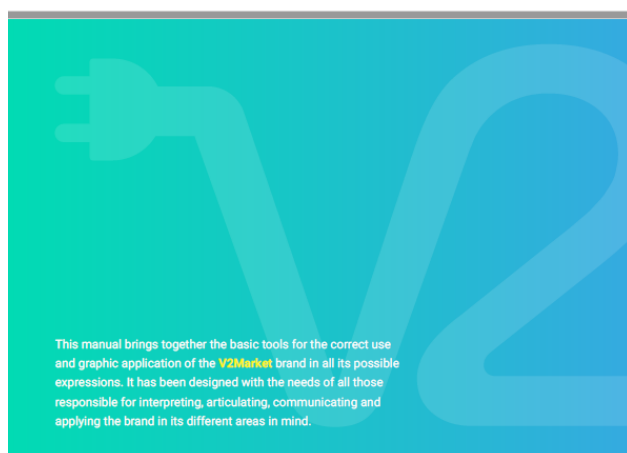
# Annex II

## Brand manual

### BRAND MANUAL

### summary

- 1 Basic symbology
- 2 Correct use of the brand
- 3 Graphic Resources
- 4 Templates



## 1.6

### Alternative Typography

WHEN IS NOT POSSIBLE TO USE ROBOTO, PLEASE USE ARIAL INSTEAD

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 1.3

### Safety Area & Reducibility



## 2

### Correct use of the brand

Whenever possible, the brand shall be applied in its main version. Where this is not possible for technical reasons, the black and white version shall be used.

## 1.4

### Corporate Colours



GREEN

CMYK  
65-0-44-0

RGB  
1-219-179

HTML  
#018b0d



GRADIENT



BLUE

CMYK  
70-16-0-0

RGB  
54-169-225

HTML  
#36a9e1



YELLOW

CMYK  
7-0-84-0

RGB  
255-244-34

HTML  
#ff4222



BLACK

CMYK  
74-65-63-81

RGB  
29-29-27

HTML  
#1d1d1b

## 1.5

### Corporate Typography

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

DOWNLOAD  
ROBOTO

<https://fonts.google.com/specimen/Roboto>

## 2.1

### Correct Applications

MAIN VERSION



MAIN VERSION NEGATIVE



BLACK & WHITE VERSION



BLACK & WHITE NEGATIVE VERSION



### Example of application

Main title  
Small title  
Main text  
Highlight  
Buttons

Duis autem vel eum  
iriure dolor in hendrerit  
in vulputate velit esse

HENDRERIT IN VULPUTATE VELIT ESSE

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh  
euismod tincidunt ut laoreet dolore magna  
aliquam erat volutpat. Ut wisi enim ad  
minim veniam, quis nostrud exerci tation  
ullamcorper suscipit lobortis nisl ut aliquip  
ex ea commodo consequat.

READ MORE >

Duis autem vel eum  
iriure dolor in hendrerit  
in vulputate velit esse

HENDRERIT IN VULPUTATE VELIT ESSE

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh  
euismod tincidunt ut laoreet dolore magna  
aliquam erat volutpat. Ut wisi enim ad  
minim veniam, quis nostrud exerci tation  
ullamcorper suscipit lobortis nisl ut aliquip  
ex ea commodo consequat.

DOWNLOAD

## 2.2

### Incorrect Applications

INCORRECT COLOUR APPLICATION



NON-CORPORATE BACKGROUND COLOUR



INCORRECT SPACING



DEFORMATION



## 2.3

### Contributions

#### COLOR VERSION



#### BLACK & WHITE VERSION



## 3.1

### Symbol

#### MAIN VERSION



#### MAIN VERSION NEGATIVE



#### BLACK & WHITE VERSION



#### BLACK & WHITE NEGATIVE VERSION



## 3

### Graphic Resources

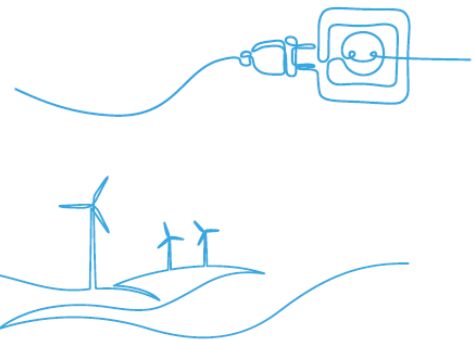
In order to provide a complete brand image, a specific style is given to the graphic resources, illustrations and photographs.

- Symbol can be used separately from the logo.

- Illustrations will be drawn on a one-line to reinforce the idea of connection.

## 3.2

### One-line Illustration



## 3.3

### Photography

PHOTOS CAN BE USED IN THE COMMUNICATION OF V2MARKET.

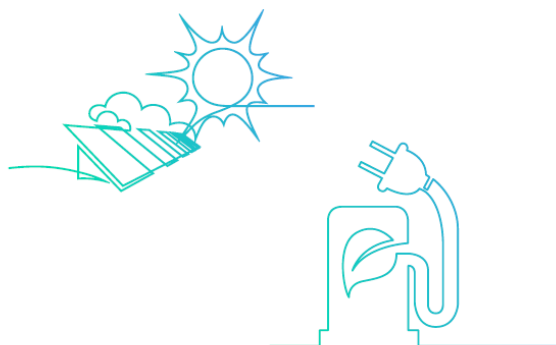
Please use a BW + gradient multiply layer for small images such as thumbnails, and a colorful image to show a specific information, such as to illustrate a news page.



## 4

### Templates

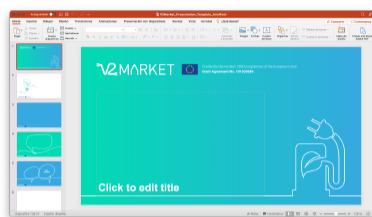
Use these resources for presentations or corporate documents.



## 4.1

### PPT Presentation Template

Please use the MS Power Point template to create a corporate presentation for **V2Market**.



## 4.2

### WORD Presentation Template

Please use the MS WORD template to create a corporate document for **V2Market**.

