



Efficient and affordable Zero Emission logistics through **NEXT** generation **Electric TRUCKS**

HORIZON Innovation Actions | Project Number: 101056740

D9.1. **Dissemination and** **Communication Strategy**



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ABBREVIATIONS & ACRONYMS

Abbreviation	Meaning
NextETRUCK	Efficient and affordable Zero Emission logistics through NEXT generation Electric TRUCKs
EU	European Union
WP	work package
ZEV	zero-emission vehicle
EV	electric vehicle
OEM	original equipment manufacturer
ITS	intelligent transportation system
IoT	internet of things
TSO	transmission system operator
DSO	distribution system operator
CPO	charge point operator
RTO	research and technology organisation
GDPR	General Data Protection Regulation
RG	Reference Group
AB	Advisory Board
KPI	key performance indicator
EMSP	electromobility service providers
SME	Small to medium enterprise



EXECUTIVE SUMMARY

About the document

The deliverable “D9.1. Dissemination and Communication Strategy” is a **living and foundational guide** for all of NextETRUCK’s communication, dissemination, training, learning, and upscaling activities.

Dissemination & Communication

The document focuses on creating momentum for the project’s outputs, fostering interest by a multitude of stakeholders and identifying channels to share the project’s results and findings. More broadly, the strategy 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.

Capacity-building activities & Upscaling

The document also aims to establish a precise framework for the capacity-building activities that will occur throughout the project’s implementation, ensuring that relevant stakeholders acquire the knowledge, skills, and capacities required to successfully implement e-mobility actions within their ecosystems.

Periodicity

This deliverable will be reissued annually during the project’s lifetime, meaning that three different versions will be delivered in total.



1 INTRODUCTION

1.1 About NextETRUCK

NextETRUCK is a 3-year Horizon Europe project that develops ZEV concepts tailored for regional medium freight haulage, running from 1 July 2022 until 31 December 2025. The project aims at playing a pioneering role in the decarbonisation of vehicle fleets, demonstrating next-generation e-mobility concepts. It also contributes to the development of zero-emission vehicles and ecosystems that are holistic, innovative, affordable, competitive, and synergetic.

NextETRUCK is expected to build concepts tailored for regional medium freight haulage with at least a 10% increase in energy efficiency compared to existing highest-end benchmark electric vehicles. In addition, it shall prepare concept and infrastructure demonstrators for fast charging and offer new business models to increase end-user acceptance and foster the market uptake of the project solutions.

The project's consortium consists of 19 partners from 8 countries: The Netherlands, Belgium, Germany, Spain, Greece, Australia, Turkey, United Kingdom. The project's coordinator is TNO (Netherlands Organization for Applied Scientific Research).

NextETRUCK shall conduct demonstrations in Istanbul, Barcelona, and Utrecht.

1.2 Communication, Dissemination, & Exploitation Objectives

The dissemination and communication of the project will be on two levels:

1. The first level will be directed towards key stakeholders and users, informing widely about the project's progress and results, especially regarding technical aspects.
2. The second level will be directed towards the general public and media, enhancing general awareness.

Specific tools and channels will be used both for the communication of the project's activities and for the dissemination of its outputs. The material that will be created shall be proliferated through these tools and channels and shall be provided in national/local languages when and where appropriate, especially in targeted countries.

The main objectives of the project's work package "WP9 – Dissemination, Communication and Liaison" are to:

- communicate the project's activities to the widest audience by generating positive media coverage;
- engage with and gain feedback from the maximum number of stakeholders;
- build relationships, share knowledge and best practices through coordination/clustering activities and events, and identify important actors from partners' networks.



The four phases of the activities of WP9 shall correspond to the general phases of the project and the related WPs.

Table 1: Correspondence between project phases, WPs, and WP9 phases

Number	Project Phase	WP9 Phase
1	Determination of requirements, specifications, and missions of the use cases (WP2)	Establishing NextETRUCK as a brand
2	New concepts and technologies are developed and tested for medium-duty trucks and the ZEV ecosystem (WP3-WP6)	Spreading the word
3	Use-case demonstrations (WP7)	Consolidating and transferring knowledge
4	Business models and upscaling analysis (WP8)	Creating NextETRUCK legacy

The main goals, initially, will be to achieve general visibility of the project, collect user needs, and pitch potential project customers and investors. Progressively, as the visibility is enhanced, the goal will shift towards collecting stakeholder feedback and attracting collaborators and/or investors. When the project is mature enough and significant findings can be disseminated, the goal will be to focus the project's visibility on the interim results and demonstrations, while getting feedback from external experts and providing education and training for interested stakeholders. Finally, towards the project's end of life, the goal will be to achieve the maximisation of its impact by exploiting all innovation that was developed.



2 KEY MESSAGES & TARGET GROUPS

2.1 Key Messages

The communication, dissemination, upscaling, and capacity-building activities of NextETRUCK should follow a consistent narrative that spans the whole project. To do this, the strategy puts out a list of straightforward, targeted, and succinct statements that communicate the most crucial information. These ought to be continuously communicated to the audience since they form the basis of the project's strategy:

- NextETRUCK aims at addressing different optimisation challenges regarding tomorrow's urban and suburban logistics for medium-duty vehicles.
- NextETRUCK plays a pioneering role in the decarbonisation of vehicle fleets.
- NextETRUCK is called to support the expected increase in the medium to heavy truck modes, towards 2050.
- NextETRUCK is an integral part of the substantial technological and business steps that are being taken in the zero-emission transport field for the next 30 years, towards 2050.
- NextETRUCK adopts a systems approach that is reliable, strongly integrated, affordable, and flexible enough to be reapplied into different applications via dedicated tools/methods.
- NextETRUCK demonstrates next-generation e-mobility concepts consisting of holistic, innovative, affordable, competitive, and synergetic zero-emission vehicles and ecosystems for tomorrow's medium freight haulage.
- NextETRUCK aims at a significant leap of knowledge at component, vehicle, fleet, infrastructure, and ecosystem levels.
- NextETRUCK develops and applies innovations in e-powertrain components and architectures, smart charging infrastructure and management, improved thermal design of the cabin, and fleet management systems with IoT and digital tools.

2.2 Target Groups

The NextETRUCK project aims to enable strong engagement of internal and external stakeholders. Each target group will be approached uniquely with tailored activities, specific key messages and co-creation processes.

NextETRUCK shall focus on communication, dissemination, exploitation, and capacity-building activities at the EU level. Parallel to that, it shall emphasise at a national scale, particularly in the use cases.

NextETRUCK shall categorise the diverse stakeholders and interested parties in target groups, based on the use cases' activities and the connection to the partners that are more adequate for analysing their needs and requirements.



2.2.1 EV OEMs (vehicle & component manufactures)

These stakeholders will have the opportunity to join the multi-stakeholder reference group (RG), cooperate with NextETRUCK through the project's involvement with other European projects and initiatives, and benefit directly from information shared on NextETRUCK's channels and tools. They could also benefit from the project by participating in NextETRUCK's capacity-building activities (training courses, webinars, e-courses) and events. The expected outcomes of the involvement of these stakeholders in NextETRUCK's activities are the following:

- contribution to the acceleration of the transition to zero-emission-based powertrains;
- documentation and transfer of know-how;
- adoption of design and development tools;
- drafting white papers for future commercial projects;
- experience gain about the specific requirements in the e-truck field;
- targeting commercial vehicle OEMs and their clients;
- contribution to the optimisation of the thermal management system for battery-powered e-trucks.

2.2.2 ITS & connected IoTs

These stakeholders will, similarly, have the opportunity to join the multi-stakeholder reference group (RG), cooperate with NextETRUCK and benefit directly from information shared on NextETRUCK's channels and tools, as well as participate in capacity-building activities. The expected outcomes of the involvement of these stakeholders in NextETRUCK's activities are the following:

- targeting commercial EVs and fleets;
- gain insight into consumption models and resulting improved routing algorithms;
- creation of new sales opportunities;
- contribute to the market introduction for the solutions developed in the project.

2.2.3 Smart Charging Industry (TSOs, DSOs, CPOs)

These stakeholders will, once again, have the opportunity to join the multi-stakeholder reference group (RG), cooperate with NextETRUCK and benefit directly from information shared on NextETRUCK's channels and tools, as well as participate in capacity-building activities. The expected outcomes of the involvement of these stakeholders in NextETRUCK's activities are the following:

- contribution to the development of tools and methods around a modular set of charge infrastructure building blocks for supporting high-power charging of vehicles and fleets;
- contribution to the upscaling of EV infrastructure;
- contribution to minimising the need for grid reinforcement.



2.2.4 Fleet & transport operators

NextETRUCK activities shall target the participation of these stakeholders in the validation and assessment of project results and encourage the usage of the knowledge created by the project to offer enhanced services and scalable optimised fleet management tools coupled with data-driven methods (via digital twins), increasing user acceptance of charging services.

2.2.5 Citizens, civil society, & end-user engagement

This includes both current and potential or future EV drivers. They will be mobilised through assessment and research activities, and potentially in-depth questionnaires, surveys, interviews, and workshops. These will be opportunities to raise awareness as well as a space to collect information which could be used for 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 shall contribute to the storytelling in NextETRUCK's communication channels.

2.2.6 Local/regional authorities, policymakers, & urban mobility/logistics planners

Local and regional authorities will have the opportunity to benefit strongly from NextETRUCK. Again, they can join the reference group (RG). This will be particularly useful as they will have the opportunity to support the consortium in procurement and tendering aspects, as well as provide their input in terms of needs, barriers, and advancements in the subjects of policy, local regulations, and local laws. The overarching principle will be to integrate the project's innovations and outputs into the urban ecosystem and the transport/spatial planning sector.

2.2.7 Universities, RTOs, & consultancies

Through NextETRUCK's approach based on open science, academic and research institutions will have the possibility to exploit the project's results, data, and findings – following GDPR and business partners' confidentiality regulations. Researchers will have access to the project's public deliverables on the project's website and the possibility to join NextETRUCK webinars or read NextETRUCK articles in open-access journals and publications. The expected outcomes of the involvement of these stakeholders in NextETRUCK's activities are the following:

- improved vehicle simulation techniques;
- digital twin experience;
- contribution to greater internal efficiency in future design and testing activities;
- improved expertise in battery pack simulation, powertrain design, and control and modelling activities;
- Master and PhD theses (university) and training;
- Contribution to the electric model and updated SoX algorithms for battery systems.



2.2.8 Other networks, projects, & initiatives

Collaboration and coordination between NextETRUCK and other relevant R&I/R&D projects will be a priority. This will be based on the collaboration with ongoing sister projects on the development of commercial vehicles and future urban logistics that are supported by the Horizon 2020 and Horizon Europe programmes and will be expanded to platforms and initiatives of the same thematic area. Collaboration and coordination will not only be limited to projects and programmes but shall also include standardisation platforms and dissemination events. The overarching goal will be to gain increased experience in providing e-learning and ensure policy exploitation of the project's recommendations at the EU, national, and local levels.



3 BRANDING IDENTITY

3.1 Content to be communicated

3.1.1 Acronym

The project's official name is “Efficient and affordable Zero Emission logistics through NEXT generation Electric TRUCKs” (NextETRUCK). The acronym of the project should always be used in communication, dissemination, exploitation, capacity-building, and upscaling activities. **NextETRUCK** must be written with “Next” capitalised only in its first letter and “ETRUCK” fully capitalised with uppercase letters. Both components should be combined in one word. It should not be stated as “nextetruck”, “NEXTETRUCK”, or “Next E-Truck” (or any other similar way of spelling, case, and capitalisation).

3.1.2 Descriptions

The standard phrases in the following subsections can help produce and transmit a consistent message and express the project's purpose and objectives.

3.1.2.1 One-liner

NextETRUCK is a Horizon Europe project developing medium freight haulage ZEV concepts.

3.1.2.2 Two-liner

NextETRUCK is a three-year Horizon Europe project that develops zero-emission vehicle (ZEV) concepts tailored for regional medium freight haulage.

3.1.2.3 One paragraph

NextETRUCK is a three-year Horizon Europe project that plays a pioneering role in the decarbonisation of vehicle fleets. It demonstrates next-generation e-mobility concepts consisting of holistic, innovative, affordable, competitive and synergetic zero-emission vehicles and ecosystems for tomorrow's medium freight haulage. Furthermore, it aims a significant leap of knowledge at component, vehicle, fleet, infrastructure, and ecosystem levels, through innovations in e-powertrain components and architectures, smart charging infrastructure and management, improved thermal design of the cabin, fleet management systems with IoT, and digital tools.

3.1.2.4 Two paragraphs

NextETRUCK is a project aiming to play a pioneering role in the European Union's goal to become a zero-emission economy by 2050. The project contributes to zero-emission vehicles and ecosystems that are holistic, innovative, affordable, competitive, and synergetic. NextETRUCK stands for efficient and affordable zero-emission logistics through



Next-generation Electric TRUCKs. It is co-funded under the European Commission's Horizon Europe research and innovation programme.

The project builds concepts tailored for regional medium freight haulage with at least a 10% increase in energy efficiency compared to existing highest-end benchmark electric vehicles. In addition, it prepares concept and infrastructure demonstrators for fast charging. Furthermore, NextETRUCK offers new business models to increase end-user acceptance and foster the market uptake of the project solutions. Finally, NextETRUCK deploys three real-case demonstrations in Istanbul, Barcelona, and Utrecht.

3.2 Project Logo

The project acronym, NextETRUCK, is the starting point on which the brand identity is based. Including the name in the logo makes it more straightforward to understand, as we want to transmit clarity with a touch of design.

The logo combines two elements, the project name (letters) and symbols which facilitate an understanding of the project's purpose. These symbols include the outline of a truck with a battery, representing electro-mobility and the fast-charging trucks to be deployed. The sensor represents interconnectivity, highlighting the importance of data sharing and digitalisation within the project. Both symbols follow a minimalist line.

Regarding the letters, we have opted for simple and elegant typography, with a fine line, combining the T for 'next' and 'truck'.



Figure 1: The NextETRUCK logo elements

The choice of colours follows the current trends in green to represent clean and eco-mobility. The orange provides a striking contrast. Both can be combined or used separately when developing the branding. In addition, the outline of the truck is grey, offering a third colour option to also use in the branding.

The logo has several options (positive and negative included) for different uses, as outlined in these guidelines, for reproduction purposes (presentations, brochures, roll-ups, website, etc.).



Figure 2: NextETRUCK logo



3.2.1 Logo size & use

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position about each other have been carefully designed and must never be stretched, altered or distorted. Master logos for all applications are available for use by contacting ERTICO's communications department. Always follow these guidelines to ensure consistent use.

The proportions in the upper line between the wordmark and the truck icon are the same as the proportions in the lower line between the wordmark and the sensor icon.

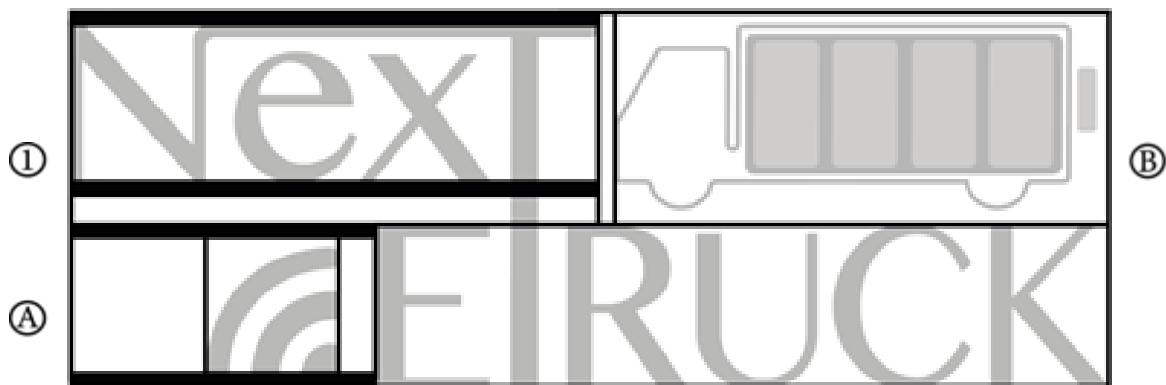


Figure 3: NextETRUCK logo proportions

The resulting logo is divided as a two-word element divided into two lines surrounded by icons.



1 colour – Green logo



1 colour – Orange logo



Figure 4: NextETRUCK alternative logo versions



3.3 Fonts

3.3.1 Logo Font

Khmer MN is the font chosen for the logo. This font has a thin and clear line, in line with the minimalist style of the logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZabcdefghijklmnopqrstuvwxyz

rstuvwxyz123456789?%~`|

Khmer MN

This font will also be used on promotional materials.

3.3.2 For reports, print documents

To bring cohesion and solid communication, Arial is the font that will be used in documents such as deliverables, word documents, PowerPoints

Lorem Lorem Ipsum

Lorem lorem ipsum lorem lorem ipsum lorem lorem

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

3.4 Colours

Colour is a powerful means of identification, which enables identifying NextETRUCK easier, distinguishing it from competitors.

The choice of colours follows the current trends in green to represent clean and eco-mobility. The orange provides a striking contrast. Both can be combined or used separately when developing the branding. In addition, the outline of the truck is grey, offering a third colour option to also use in the branding.

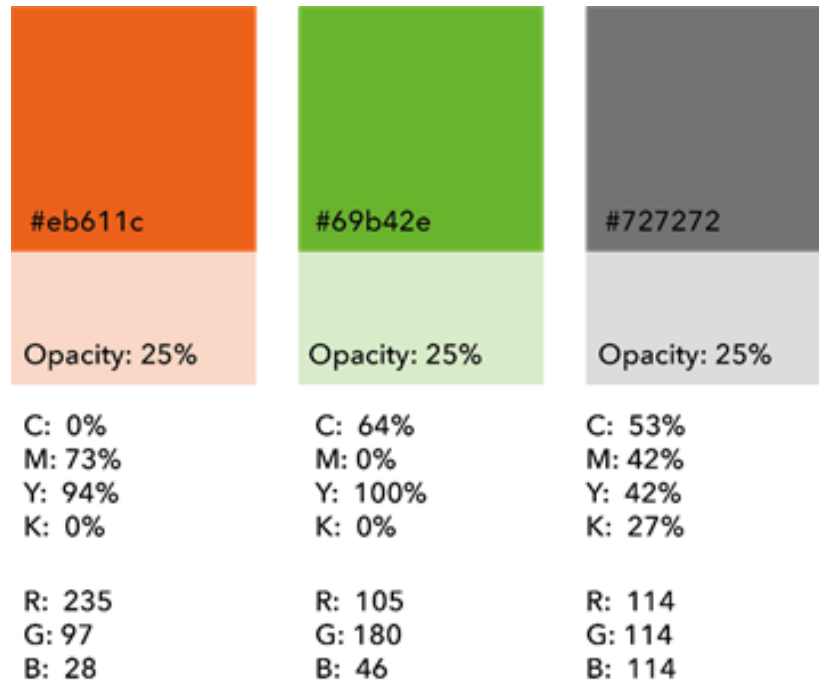


Figure 5: NextETRUCK colour palette

3.4.1 The EU emblem

In compliance with the European Commission's latest guidelines regarding the EU acknowledgement, the NextETRUCK logo will always be accompanied by the European Union's flag, followed by (in this case), the EU co-finance acknowledgement. High-quality downloadable files are available at the following [link](#).



Figure 6: EU emblem

3.4.2 Disclaimer Statement

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the European Union or CINEA. Neither the European Union nor the granting authority, CINEA, can be held responsible for them.

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3.4.3 Checklist of Do's & 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 NextETRUCK 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](#).



4 DISSEMINATION & COMMUNICATION TOOLS: PHYSICAL & ONLINE

4.1 Project leaflet, banner, & website

A leaflet and banner will be developed to maximize the project's reach. These materials can enhance a better understanding of the main project's concepts and facilitate its communication visually.

The NextETRUCK roll-up banner summarizes the project's main objective. This material will be used in congresses and conferences to provide more solid communication and facilitate the audience the general information, such as the website link so that they can have easy access to further project information.

A brochure or leaflet, produced in digital and printed form, will include more detailed information on the main facts and figures to give the audience a general overview of the objectives and progress.

Both materials will be reviewed throughout the project to update the information when needed.

The NextETRUCK website is the main communication channel of the project. Under the domain www.nextetruck.eu, this site acts as a repository for the main information, including news, events, partners' information, public deliverables, images, information about the use cases, etcetera. The uploaded content is clear and straightforward, making it easy for the general audience to understand. Thus, the structure is very schematic and visual, avoiding overly technical language.

All of these materials follow the project's visual identity to provide cohesion and solidity, complying with the European Commission's recommendations and requirements. They will be periodically reviewed to update the information when needed.

4.2 Newsletters

NextETRUCK's newsletter will be distributed to interested stakeholders at least twice a year to inform them of project updates, recent accomplishments and milestones, as well as new findings. The project's website will include a link to subscribe to the newsletter, and it will also be promoted in other publications (like POLIS's newsletter and newsletters of related EU projects), and on the project's social media pages. POLIS Network will be responsible for conceptualising the newsletter's content, obtaining intriguing articles and images from the partners, putting the newsletter together, and distributing it to the subscribers.



The newsletter will be in line with the project's brand identity and it will adhere to GDPR guidelines. Users will be able to subscribe to the e-mail and unsubscribe from it with a single click, while their data will only be stored for the newsletter and during the project's lifetime.

4.3 Press releases

A press release (available on the project's SharePoint: NextETRUCK HE project folder > WP documents > WP9 > Press Release) was posted online and disseminated via the project's social media channels and the partners' channels at the outset of the project. More press releases shall follow, either by the project's consortium, as a whole, or by individual partners, communicating significant milestones and activities of NextETRUCK.

4.4 Videos

The video format is one of the most effective ways of communicating a project. Considering the budget, two videos are foreseen, one during the first half of the project, showing the impact, main objectives and key figures, and another at the end, showing the progress and achievements of the project.

4.5 Social Media Accounts

A Twitter account (@nextetruck) and a LinkedIn page: NextETRUCK, will be used to disseminate the project's progress. Both channels allow periodic reports of participation in events, milestones reached, and milestones achieved by the consortium. The social media presence seeks to engage different stakeholders and to create synergies with linked projects and initiatives, maximising the results.

Currently, the Twitter account will remain active, although this channel may be subject to possible changes due to the new policies of the platform. Alternative channels will be explored if the network is no longer considered an efficient means of communication for NextETRUCK.



5 COMMUNITY BUILDING & ENGAGEMENT

5.1 Networks & Synergies

The consortium will actively seek cooperation with cluster(s) of Horizon 2020 and Horizon Europe projects, addressing similar topics to share best practices and to increase the outreach of dissemination activities. NextETRUCK shall contribute, upon invitation by the CINEA, to common information and dissemination activities, as well as relevant supported actions, whenever possible. The Innovation Board (IB) shall assess the potential of project outputs throughout the project's lifetime and create synergies with the exploitation task (T8.4).

5.2 Advisory Board (AB) & Reference Group (RG)

The project shall establish the NextETRUCK AB to explore and resolve institutional and legislative impediments that need to be removed to hasten the adoption, encouragement, and easy adaptation of ZEVs, as well as to confirm the research findings of NextETRUCK.

It shall also establish the NextETRUCK RG to engage public authorities, companies, and interested parties outside the consortium, in exchanging information, experience, and best practices with the project partners.

5.2.1 Role of the Advisory Board (AB)

The AB will be made up of up to 8 external members belonging to the target groups (mentioned before). Partners shall reach out to them through already-existing alliances and partnerships, Research and Innovation Clusters, EU-funded initiatives, and networks with cities, regions, and operators.

The key tasks of the AB will include ensuring the acceptability, validity, and maximal uptake of NextETRUCK's results and outputs, by validating them and discussing them with the project's partners. It will serve as a source of information and feedback when defining user needs and designing the use-case demonstrations.

The AB will also debate the terms of reference for an RG, from month 13 onwards.

5.2.2 Role of the Reference Group (RG)

The RG will be made up of local and public authorities, original equipment manufacturers (OEMs), logistics operators, charging point operators (CPOs), electromobility service providers (EMSPs), distribution system operators (DSOs), other industry and SMEs, as well as national and EU representatives.

The RG members will have the opportunity to provide requirements or feedback to the project and will be regularly informed about the project's the news and work progress. The



group shall meet at least twice a year (also digitally), supporting and guiding relevant WPs activities.

The RG will be free to join and will give its members the choice of simply receiving information (mailing list and/or group on the LinkedIn social network, which allows news stories to be shared and commented upon, as well as notifying users of new content on the project website), or being more actively involved in the project, in reviews and comments of the project's outputs and/or in discussions at workshops or other events.

Finally, the deliverable document “D8.4 – Exploitation Plan” (to be developed by month 42 of the project) shall specify the continued operation, product development and promotion of the NextETRUCK knowledge and outputs. This deliverable document shall include a business plan with a technology roll-out strategy to maximise the exploitation of project results and expand the use of NextETRUCK solutions and will be particularly widely communicated through and discussed with the RG members.

5.2.3 Capacity-building activities

NextETRUCK shall capitalise on knowledge acquired and experiences built in the project by developing capacity building through training and peer-to-peer exchange aimed at different sectors, and most notably, the members of the RG.

NextETRUCK's main ambition is that all major actors should be given the tools they need to manage and implement new electric mobility technologies, compatible with shifting conditions and local settings. NextETRUCK's blended learning approach reflects this ambition by undertaking numerous educational and training initiatives to give local and national policymakers, consultants, practitioners, businesspeople, decision-makers and administrative personnel, as well as operators the abilities and information necessary to create, put into practice, and successfully manage cutting-edge urban electric mobility and urban freight solutions. The goal is to establish enduring competencies and capabilities at all levels and for all significant stakeholders to successfully facilitate the transition to electric mobility.

The topics covered will touch on a variety of subjects, including use-case demonstrations, innovation bricks, new ecosystems, business models, funding choices, foresight, and legislative and policy frameworks. The ultimate goal is to offer a welcoming, flexible learning environment that combines online and offline components, otherwise called blended learning, by NextETRUCK's objective of transitioning to urban electric logistics. A summary of the various learning components and exchange opportunities can be seen in the list below:

- 8 face-to-face training events and/or workshops (per the GA), bringing together experts, practitioners, decision-makers, and operators with the goal of not only enhancing learning but also exchanging and network building. Training shall contribute to wider ITS training portfolios including, notably, the ERTICO Academy, which was developed as a result of the EU-funded project CAPITAL. Additionally,



online-training courses will be developed targeting logistics fleet managers and local authorities interested in adopting zero-emission commercial vehicle practices;

- 8 moderated e-learning courses on the Mobility Academy (per the GA). These courses shall include detailed content, examples, best practices, tools, tasks, and a moderated forum for discussion and exchange;
- Good practice webinars, to kick off the capacity-building activities and relating to the project's outputs, which will be available on the project website and will be disseminated widely through networks, such as POLIS Network and ERTICO;
- demonstrations factsheets, describing the use cases to inform local stakeholders;
- take-up brochures (per the GA, one for each of the 3 use cases), containing the identification of success factors and barriers for each use case, as well as the recommendations deriving for relevant stakeholders;
- e-brochure, compiling the lessons learned from the 3 use cases, which will be available on the project website and will be disseminated widely through networks, such as POLIS Network and ERTICO;
- peer-to-peer exchange, including use-case site visits, site-based and end-user training (accompanied by capacity-building events/workshops and publicly available factsheets), as well as participation in conferences and joint publications;
- database of expert trainers from within the NextETRUCK partnership, and beyond, indicating regional availability and thematic expertise;
- tools, methodologies, and solutions from within the NextETRUCK partnership, and beyond, indicating regional availability and thematic expertise

5.3 Publications & Events

5.3.1 Publications & scientific dissemination

NextETRUCK results will be published in peer-reviewed scientific journals as well as specialist magazines dealing with driving and emissions factors. Open access to publications will be secured for all interested users through the project website.

VUB, as an academic partner plans to play an active role in the scientific dissemination of the project results. As a 1st activity, a conference paper submission is planned for the 36th edition of the Electric Vehicle Symposium and Exposition (EVS36), titled 'Advanced Digital Twin Framework for E-truck: Codesign Optimization and Model Validation'. Further presentations are foreseen throughout the project at similar well-known and well-attended international conferences. VUB also plans to publish two articles in open-access journals, relying on NextETRUCK's work and results.

On the other hand, CERTH, which is leading ITS project activities such as the truck-to-server communication, the fleet management platform and the HMI development aims to conferences participation with related topics such as the ITS Europe Congress in 2024 and 2025, the ITS World Congress and IEEE Automotive conferences. CERTH foresees coordination/participation in 2-3 open-access journal papers.



5.3.2 Events

5.3.2.1 External events (training, webinars, etc.)

The technical results and findings will be primarily disseminated through presentations and demonstrations at conferences and other events. To this end, ITS, electro-mobility, logistics and green mobility-related conferences and congresses will be targeted for raising project awareness and presenting technical project advances. In addition, dedicated special sessions and other events will be organised in the framework of major international events, such as the ITS World and European Congresses and annual POLIS Conferences, Cenex-Low Carbon Vehicle event.

NextETRUCK will capitalize on knowledge and experiences in the project by developing capacity building through training and peer-to-peer exchange aimed at different sectors, but principally local and public authorities, original equipment manufacturers (OEMs), logistics operators, charging point operators (CPOs), electromobility service providers (EMSPs), distribution system operators (DSOs), other industry and SMEs, as well as national and EU representatives.

Training will contribute to wider ITS training portfolios including notably the ERTICO Academy, which was developed as a result of the EU-funded project CAPITAL. Additionally, online-training courses will be developed targeting logistics fleet managers and local authorities interested in adopting zero-emission commercial vehicle practices. ERTICO will develop and design the training module, while CENEX UK will be providing the training content with support from other partners, mostly CENEX NL. The training material will include:

- Introductory aspects to electric trucks including the latest market trends around technology and policy
- Guidance to assess the suitability of a fleet to transition to electric commercial vehicles considering the most relevant factors: operational viability, financial viability, environmental performance, charging infrastructure, and grants/incentives, amongst others.
- How to operate and charge electric vehicles once they are implemented in the fleet: fleet management, driver management, repair, maintenance, charging rates, types and locations, and of course costs.
- Lessons learnt from past trials on charging infrastructure, driving style, drive cycle analysis, ancillary loads, and seasonal variability of energy consumption.

In terms of training timelines, the consortium will start to prepare the material in M13 (July 2023), with the training mostly being delivered between M25 (July 2024) and M42 (Dec 2025). Please note this is a draft timeline and the final dates will be finalised once agreed upon amongst the consortium.



5.3.2.2 Internal events (on-site tests/use-case demonstrations & workshops)

The NextETRUCK project aims at establishing mechanisms for the exchange, transfer, and uptake of innovative e-mobility and e-charging solutions by facilitating mutual learning between peers. The consortium partners shall benefit from an intense and focused peer-to-peer exchange programme that will allow the development of a deeper understanding of challenges, barriers, and practical skills, through experience-building activities and exchange between peers dealing with the same challenges. The role of the NextETRUCK Advisory Board members and the Reference Group members will be instrumental in these peer-to-peer exchanges.

Site visits to the three use-case locations and on-the-job training by experienced partners, stakeholders participating in the Advisory Board, and/or other external experts, shall be a centrepiece of the peer-to-peer exchange programme. The visits will be coupled with capacity-building demonstration events, training events/workshops, and potentially publicly available demonstration factsheets, describing the use cases to inform local and external stakeholders. With the help and input of the Advisory Board members, a demand-driven approach will be adopted to define the contents, the format and the focus of the activities.

NextETRUCK's partners are active in diverse fields and have participated or still participate in numerous relevant national and EU/international projects and initiatives. As such, these partners dispose of their Working Groups (WGs) relevant to the project topics, while also participating in relevant working groups of platforms and initiatives operating at the European and international levels. Therefore, NextETRUCK has access to knowledge from throughout the e-mobility, smart charging, and urban freight/logistics value chains, which can be used to develop the necessary capacity-building activities. This will benefit the showcasing and exploiting of the project's outputs and solutions.

POLIS Network shall also ensure the presence and involvement of NextETRUCK in its "Clean Vehicles & Air Quality" and "Urban Freight" WG workshops, where POLIS members share best practices and exchange knowledge on reducing transport-related emissions, accelerating the adoption of clean vehicles, and best practices on sustainable urban freight systems.

5.4 Activity registers & Dissemination procedure

To register and monitor all activities pertinent to this document, a **dissemination tracker** was built and made available to all parties on the project's SharePoint (NextETRUCK HE project folder > WP documents > WP9 > Dissemination Tracker). This tool should be updated frequently by all partners to monitor the effectiveness of the existing approach. **POLIS Network**, in turn, shall collect these inputs and compile a summary report of all the activities performed, **every six months**.



5.5 Partners' role

POLIS Network will be developing the dissemination and communication strategy of the project. Moreover, POLIS will be disseminating technical results and findings and liaising with relevant stakeholders by organising and/or participating in events. Furthermore, POLIS shall establish an AB and an RG, while developing capacity-building activities, sharing the good practices publicly, and organising webinars.

ERTICO will be in charge of designing, producing, and managing the communication channels and tools. Moreover, ERTICO shall design the training module towards capacity-building activities.

AIT, CENEX UK, CENEX NL, and CERTH will be publishing and/or presenting project results via publications in scientific conferences and journals.

CENEX UK will also be developing training courses and supporting the meetings with the RG.

CERTH will also be in charge of networking with various stakeholders.

Finally, **VUB** will be assisting in the dissemination and communication strategy, while also actively engaging in the project's outcomes and scientific dissemination.



6 EXPLOITATION

6.1 Scope & activities

NextETRUCK's **Innovation Board (IB)**, which will be composed of the Innovation Manager, Coordinator, Technical Manager, and all WP leaders shall help identify and promote additional innovations arising during the project work and monitor related Intellectual Property Rights (IPRs). The IB shall assess the potential of project outputs throughout the project's lifetime and create synergies with the exploitation task (T8.4).

More precisely, a targeted and concise **exploitation strategy** will be developed mid-way through the project (Year 2) and revised at the end, satisfying the partners' aims and interests, according to their IPRs and the project's overall IPR strategy. Task T8.4 shall focus on the technical and business exploitation of NextETRUCK results by the project partners and potential external bodies. It shall cover the transfer of tools, services, and policy in the project to future use cases, as well as academic and commercial uptake, and procurement aspects.

NextETRUCK partners are expected to develop their **exploitation plans** showing how they plan to capitalise on the project's results. Furthermore, a multi-approach engagement strategy for liaising with follower entities (businesses, manufacturers, public authorities, etc.) will be shaped and used to explore the exploitation dynamics of the novel solutions developed.

The NextETRUCK consortium is expected to make use of all **tools provided by the EC** to support the project's dissemination and exploitation activities, such as the following:

- Open Research Europe platform: to publish scientific papers;
- Horizon Results platform: to showcase NextETRUCK's results, identify collaboration opportunities, learn more about exploitation strategies and tools through webinars and events, and get inspired by previous/ongoing projects;
- Horizon Results Booster: to take advantage of consulting and mentoring services on boosting dissemination and exploitation of results of EU projects, including the portfolio dissemination and exploitation strategy, business plan development and go-to-market support;
- Innovation radar: to reach the market with the project innovation;
- TRIMIS platform: to create a project page linking to the NextETRUCK website to enable further dissemination and collaborations;
- Enterprise Europe Network: to benefit SMEs in the consortium from their services, such as advice and support, as well as partnering and business opportunities;
- European IP helpdesk: to benefit SMEs in the consortium from their services, comprising of a broad range of informative material, a helpline service, online and on-site training, publications, local IP ambassadors throughout Europe, as well as awareness building activities and support in successful exploitation.



- European Business Angel Network: to help with pitching in competitions (in cooperation with Horizon Booster) and to enable participation in annual events in partnership with EU agencies.



7 PLANNING, MONITORING, & DATA PROTECTION

7.1 Data Usage, GDPR, & Access to information

In NextETRUCK, data will be used, processed and stocked in line with GDPR and any other applicable national, international, and EU regulations on data protection. Data must be utilised for a clear, safe, confidential, and lawful purpose in a transparent, equitable, and legal manner.

Compliance with the following **regulations** will be reinforced throughout the project by all partners:

- Regulation (EU) 2018/1725 of the European Parliament and Council concerning the protection of natural persons about processing of personal data by institutions, bodies, offices, and agencies of the Union 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).
- The European Code of Conduct for Research Integrity provides the research community in Europe with a framework for self-regulation across all academic fields and research contexts.
- GDPR, or Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016, on the protection of natural persons about the processing of personal data and the free movement of such data and repealing Directive 95/46/EC (OJ L 119, 4.5.2016, p. 1).
- The Universal Declaration of Human Rights and the Convention 108 for the Protection of Individuals about Automatic Processing of Personal Data.
- National laws appropriate to each partner country for specific activities including the use cases and demonstration sites.

Data governance, management and protection, as well as ethical requirements, are ensured in all data-intensive tasks and monitored through NextETRUCK's deliverable document "**D1.1 – Data Management Plan**". This will ensure research is conducted at the highest level of integrity, quality and transparency. The plan describes the data management life cycle for all datasets to be collected, processed, and/or generated by NextETRUCK, including:

- the handling of research data during and after the project,
- which data will be collected, processed, or generated,
- which methodology and standards will be applied,
- whether data will be shared/made open and how,
- how data will be curated and preserved,
- following the EU's guidelines regarding the Data Management Plan, this document may be updated – if appropriate - during the project,



- lifetime (in the form of deliverables), i.e., datasets will be preserved after the end of the project on the pilot's websites,
- on web servers or other web-based solutions.

7.2 Open Science

NextETRUCK shall help the EU achieve its policies, research objectives, and regulations in the general fields of urban freight and decarbonisation. Therefore, the project is built on **principles of open science practices**, based on open cooperative work, tools, and diffusing knowledge.

This will be particularly the case when it comes to the publication and use of NextETRUCK's results, public datasets, and conclusions. Moreover, the project shall make available its realistic Digital Twin models for future research activities, while it shall contribute to European research and skills development about life-cycle and circular evaluation methods. All of NextETRUCKS's **publicly accessible publications** will be deposited in repositories enlisted in Open AIRE (Open Access Infrastructure for Research in Europe) which links over 450 million research metadata records. These publications will be added either through self-archiving publishing (open access for a maximum of 6 months) or open-access publishing (open-access journals).

POLIS network shall lead on ensuring open science practices are used by coordinating the scientific outreach at open access papers, participation in scientific and industrial events, and developing necessary dissemination and communication strategies, channels and planning, for a maximised bi-directional feedback and knowledge exchange with the relevant external stakeholders.

The goal is to maximise the exploitation, reuse, and reproducibility of the project's results and deliverables by fostering a collaborative environment of interdisciplinary research. Thus, NextETRUCK's outputs will be in line with the **goals of the European Open Science Cloud**, which offers a federated environment where scientific data, tools and services can be used, and the **FAIR principles for data and services** (Findable, Accessible, Interoperable and Reused). All the public deliverables will be published on the NextETRUCK website and will be available for at least two years after the end of the project.

However, at the heart of public dissemination lies confidentiality. In line with the General Data Protection Regulations (GDPR) and the confidentiality of business partners' competitive information, **some information and results will be kept internally only**.

7.3 Key Performance Indicators (KPIs)

The following key performance indicators (KPIs) will be used to guide NextETRUCK's communication, dissemination, upscaling, and capacity-building activities. They will support



the consortium in **tracking and assessing the project's outreach** concerning social media, press coverage, publications, and events.

To register and monitor these activities, a **dissemination tracker** was built and made available to all partners (refer to section 5.4 of this document).

Table 2: NextETRUCK's Key Performance Indicators

Activity	Criteria	Expected performance			
		Year 1	Year 2	Year 3	Year 4
Dissemination, communication and exploitation strategy (T9.1)	Deliverables	=< 1-month delay in delivery			
Communication channels and tools (T9.2)	Website – Visitors	100	150	200	250
	Website – # of news published in English	12	18	24	30
	Twitter – total number of followers	50	80	120	150
	LinkedIn – followers of the NextETRUCK page	100	120	150	200
Technical dissemination, liaison, and events (T9.3)	Number of scientific publications	1	2	3	5
	Articles published in specialized magazines	2	2	3	3
	Number of interventions in external events	5	7	10	15
	Articles published in specialized magazines	5	5	5	5
	Attendees NextETRUCK mid-term event		50		
	Attendees NextETRUCK final conference				100
	Stakeholders attending NextETRUCK events (virtual, on average per event)		30	40	50
Capacity building and Reference Group (T9.4)	Meetings of the Reference Group (RG)		3	3	2
	Members of RG (cumulative)		10	15	20
	Online e-courses		3	3	2
	Physical training		3	3	2



8 CONCLUSION

This document is a **strategic roadmap** for NextETRUCK's communication, dissemination, upscaling, and capacity-building activities. By setting clear goals, identifying target audiences, laying out the project identity, explaining the dissemination and communication tools, and stakeholder engagement activities, as well as providing multiple repositories (events, publications, resources, etc.), this living document's main aim is to **support consortium members to successfully achieve the project's goals**.

This document's contents and direction is in line with Article 17, Section 17.1, of the Grant Agreement: "17.1 Communication — Dissemination — Promoting the action". In it, it is stipulated that "unless otherwise agreed with the granting authority, **the beneficiaries must promote the action and its results** by providing targeted information to multiple audiences (including the media and the public), by Annex 1 and in a strategic, coherent and effective manner."



9 ANNEX



Co-funded by the European Union

Figure 7: Project banner

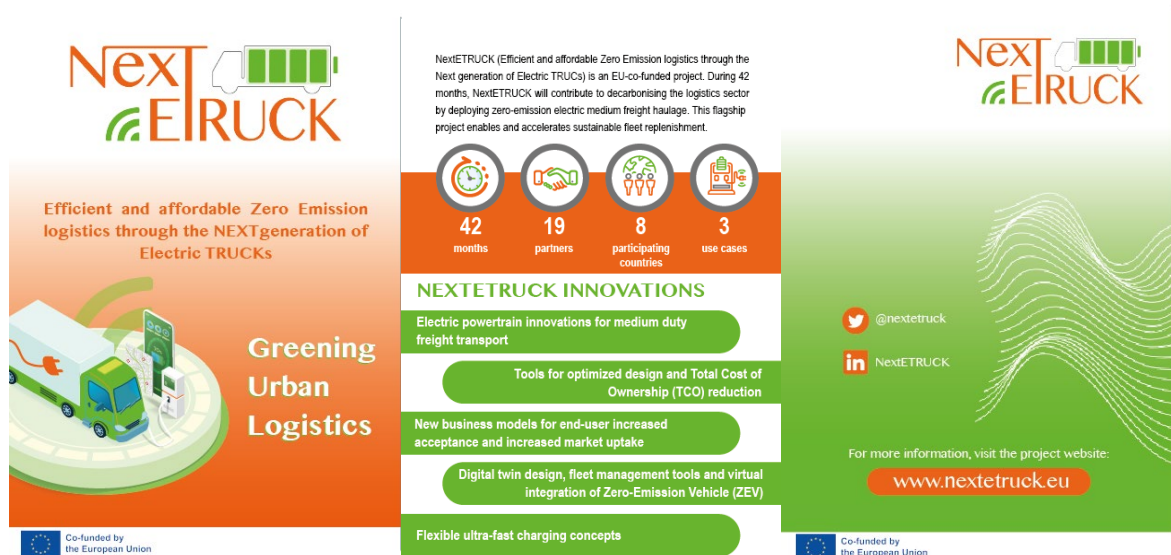


Figure 8: Project leaflet



Efficient and affordable Zero Emission logistics through the **NEXT** generation of Electric **TRUCKs**

Greening Urban Logistics

By providing zero-emission electric medium freight haulage, NextETRUCK plays a pioneering role in decarbonising vehicle fleets and accelerating sustainable market replenishment.



Figure 9: Screenshot of the project's website



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