



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

HORIZON Innovation Actions | Project Number: 101056740

D9.3

Dissemination Activities Report - Year 2 Update



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ABBREVIATIONS AND ACRONYMS

Abbreviation	Meaning
AB	Advisory Board
AEVETO	Advanced Electric Vehicles for Efficient and Economic Transport Operations
GA	Grant Agreement
GA4	Google Analytics 4
IRU	International Road Transport Union
KPI	Key Performance Indicator
M	Month
RG	Reference Group
T	Task
WP	Work Package



EXECUTIVE SUMMARY

D9.3 reports on the progress in the performance of WP9 and provides an update on D9.1, which sets NextETRUCK's strategy for communication and dissemination. It is also a follow-up of D9.2, which outlines the milestones reached within Y2 and the actions to continue meeting the KPIs for the following year. With the project's main communication channels (including the project website and social media channels X and LinkedIn) set up and running and the project branding identity and templates created, the WP9 tasks have focused on conveying the project's progress, mainly regarding NextETRUCK key innovations. Due to the Use Case changes, which are still ongoing, the project's leaflet and roll-up banner have been updated and upgraded to feature more detailed information.

Dissemination activities under T9.3 have increased throughout this year, sharing project outcomes with stakeholders. Many of these dissemination activities have leveraged from NextETRUCK's incorporation to the AEVETO Cluster and have sought to engage with the project's Reference Group. Such are the cases of the NextETRUCK mid-term conference and the project's participation at TRA.

A list of initial stakeholders for the Reference Group was engaged through preliminary meetings and a hybrid kick-off meeting at the POLIS Conference 2023. An online webinar series with IRU has commenced, focusing on zero-emission logistics. There is a plan to increase the number of meetings, webinars, and physical workshops in collaboration with related projects, such as AEVETO and ZEFES. These efforts aim to enhance stakeholder engagement and collaboration throughout the project.

NextETRUCK partners delivered eight scientific publications in the first two years, addressing the challenge of open access by encouraging the exploration of open-access platforms and tracking publication opportunities through periodic updates.

A final update reporting the Dissemination activities will be provided at the end of the project, in M37 (D9.4), collecting all relevant activities and their impact.



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, Austria, Turkey, United Kingdom¹. The project's coordinator is TNO (Netherlands Organization for Applied Scientific Research).

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

1.2 Purpose of the deliverable

Deliverable 9.3 is an annual update of the dissemination and communication activities of the NextETRUCK project as a follow-up of D9.1 - Dissemination and Communication Strategy, presented in M6, and D9.2, submitted in M18.

1.3 Deliverable structure and relation with other Work Packages/deliverables

D9.3 follows the guidelines collected in NextETRUCK Grant Agreement, further defined in Deliverable 9.1 – Dissemination and Communication Strategy.

¹ The UK participants in this project are co-funded by the UK.



1.4 Intended audience

Deliverable 9.3 is a publicly accessible document. Therefore, it can be consulted by consortium members, the European Commission, and external stakeholders.



2 EVALUATION OF THE DISSEMINATION AND COMMUNICATION STRATEGY

During the second year of NextETRUCK, the project's identity was consolidated and participation in various events and conferences intensified to disseminate the project's mission to a larger audience.

Communication and dissemination strategies have been continuously refined to ensure we reach our project's KPIs (Key Performance Indicators). WP9 has continued its activities for tasks 9.1 to 9.3. The project website and all promotional materials have been updated to reflect the shift of the Use Case from the Netherlands to the United Kingdom.

WP9 seeks to capitalize on NextETRUCK's involvement in the AEVETO cluster to amplify communication and dissemination efforts.

The project's central mission of decarbonizing urban and sub-urban logistics remains a core message. Communication activities have been tailored to highlight the link with the 2Zero mission. During Y2, Task 9.4, referring to the 'Capacity Building and Reference Group', has been initiated.

Table 1: Overview of WP9 planning

Year			1												2											
Month			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
WP9: Dissemination and Exploitations (Leader: POLIS)																										
Task 9.1	Dissemination and Communication Strategy	POLIS																								
Task 9.2	Communications channels and tools	ERTICO			M14			M15																		
Task 9.3	Technical dissemination: liaison and events	POLIS																								
Task 9.4	Capacity building and Reference Group	POLIS																								



3 EVALUATION OF THE DISSEMINATION AND COMMUNICATION TOOLS AND CHANNELS

The following section scrutinises the performance of the NextETRUCK tools and channels, their deliverable period, impact, and upcoming steps.

3.1 Milestone 14: Branding identity

On M3, following the GA, milestone 14, referring to the Branding Identity, was delivered. The 'Logo Guidelines' (Annex I) document, available on SharePoint for all consortium members, provides clear guidelines for the appropriate use of the project logo, the approved colour palette, designated fonts, and the proper acknowledgment of EU funding in accordance with Horizon Europe guidelines.

Additionally, as part of the branding identity, templates for PowerPoint, Deliverables, meetings and press releases were created to ensure consistent internal and external communications. A generic image was developed to visually support communication and dissemination activities, while a more detailed concept image was created in a later stage of the project (Check subsection 3.7).

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 1: Logo guidelines

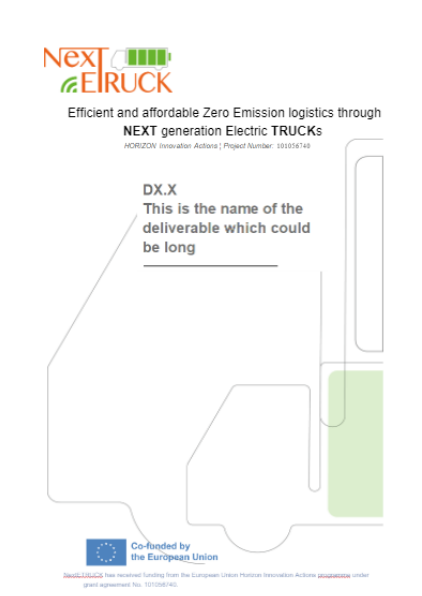


Figure 2: NextETRUCK deliverable template

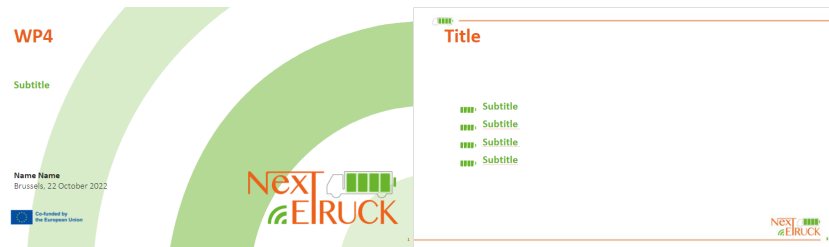


Figure 3: NextETRUCK PowerPoint template



Figure 4: Press release template

Figure 5: Meeting Template



Figure 6: NextETRUCK Generic Image



3.2 Milestone 15: NextETRUCK website

The NextETRUCK project website, referred to as Milestone 15 as per the Grant Agreement, was launched on M6 under the domain www.nextetruck.eu. The website, managed by ERTICO, is the project's central communication and dissemination channel. It contains the following pages:

- **Home page:**
 - NextETRUCK generic image
 - Project title
 - Slogan + short description
 - Facts & figures
 - Project video **(New)**
 - Project innovations
 - Latest news + Twitter feed
- **About us:**
 - About the project
 - Our objectives
 - The consortium
 - About AEVETO **(New)**
- **Trial site:**
 - Istanbul
 - Barcelona
 - London
- **Library:**
 - Project deliverables
 - Scientific Publications & Reports
 - Media Toolkit
- **News & events:**
 - News
 - Events
 - Newsletters
- **Contact us**

Regular updates on upcoming events, approved public deliverables, and scientific publications are provided on the project website. This ensures open access to the project's progress and fosters ongoing engagement with the broader research community.



A new section has been added to the website specifically dedicated to communicating the vision of the AEVETO Cluster and the projects that comprise it. The "Trial Sites" page on the website has been updated to accurately reflect the shift of the Use Case from Utrecht to London. To further enhance clarity and completeness, additional details have been requested from the site leaders. These details, along with the forthcoming submission of Deliverable 7.1 (Demonstration Plan and Processes), will contribute to a more comprehensive overview of each use case.

Google Analytics upgrade to GA4, mandatory for the website's data collection as of July, has led to a forced data migration. Due to a technical bug resulting from this update coming from the website builder, the figures from the previous period and the current one does not match. As the most up-to-date information, the deliverable includes data from the last month, already part of the GA4. Since the upgrade, which was carried out on June 18, the website has 75 visitors. Within the last 30 days, there have been 59 users. It is then concluded that the figure of 100 visitors during the first year has been reached.

During Year 2 (Y2), user registrations on the project website significantly surpassed the established Key Performance Indicator (KPI). Google Analytics 4 (GA4) data indicates a total of 545 users registered within this timeframe.



Figure 7: NextETRUCK Website Analytics Y2

The user registration graph exhibits a distinct peak in the first week of February. This period coincided with two strategic communication activities:

- **Promotion of the project's mid-term conference:** Regular promotions for the project's mid-term conference likely contributed to the surge in the number of visitors.
- **Communication around NextETRUCK participation at RTR:** An article highlighting the project's participation at the RTR event might have also generated interest and driven users to the website for further information.

Both actions were disseminated through the project's social networks LinkedIn and X. This observed trend underscores the significant traffic generation potential of social media



platforms, while it highlights the audience's interest in content that details the project's progress.

Within Google Analytics 4 (GA4), Event Count measures the total number of times users engage with specific elements on the project website. These "events" encompass users' interactions, like clicking on designated links, downloading documents, or submitting forms. A high Event Count (9,5K in Y2) means a high level of user traction on the website. This indicates that users are not passively browsing but actively interacting with the content.

During Y2, a total of 11 new articles have been published on the project website, bringing the total to 22. These articles primarily focus on partner participation at relevant events, providing stakeholders with valuable insights into project activities. A new campaign has been launched to disseminate key findings and outcomes derived from project deliverables. This initiative aims to ensure that stakeholders are kept informed about the project's progress and its impact. A dedicated template (Annex II) has been developed to facilitate the efficient extraction of critical information from deliverables for article creation.

As the project progresses and use cases enter the operational phase during the next reporting period, these real-world applications will become a significant source of content for the project's news feed. Tailor press releases will be developed and distributed for each use case, addressing the local communities.

Criteria	Expected Performance (Year 2)	Year 2 results
Website – Visitors	150	581
Website – # of news published in English	18	22

3.3 Roll-up banner

During Year 1, a set of promotional materials, including the initial roll-up banner and leaflet, were developed and distributed. However, due to the shift in one of the project's use cases, it was deemed necessary to update these materials to reflect the latest project developments.

The original roll-up banner included a brief project description and communication channels. The revised version takes a more comprehensive approach, showcasing the project's innovations and providing a description of each use case. This updated content aims to capture a wider audience's interest and facilitate a deeper understanding of the project's goals and functionalities.



Figure 8 NextETRUCK roll-up banner upgrade

3.4 Leaflet

The NextETRUCK leaflet provides a clear and concise overview of the project's mission and objectives. The initial two-page document contained the key facts and a general overview, mentioned the innovations, a short description of each use, and a QR to the website and the social media accounts.

The revised leaflet incorporates a more detailed description of the project's mission, fostering a deeper understanding of its goals and significance for the transportation sector. The current version also includes information about the AEVETO Cluster and the 2Zero Partnership, strategically positioning NextETRUCK within the broader context of industry collaboration and sustainability initiatives. A dedicated page to the project's five key innovations delves deeper into how to bring these innovations to fruition and transform the logistics landscape. The information presented on the use cases has been significantly enhanced. The revised leaflet provides updated and detailed descriptions of each use case, along with a list of the participating partners and the specific services they will contribute. Lastly, the leaflet includes a page showcasing all partner's logos.



To make this file more dynamic, the digital version has been transformed into a flipbook, which resembles a traditional booklet, providing a user-friendly and engaging way to navigate the content through page-flipping animations.

(<https://heyzine.com/flip-book/c52acc8fe.html#page/1>)



Figure 9: NextETRUCK leaflet upgrade

3.5 Social media

Social media platforms continue to be a valuable asset in our communication strategy, fostering direct interaction and engagement with our audience. These channels provide an effective platform for disseminating timely project updates and progress reports, keeping stakeholders informed about the project's development.

3.5.1 X (Formerly Twitter)



The NextETRUCK X account has experienced slow yet steady growth during the past year. Since the last report, the number of followers has almost doubled from 69 to 126.

In light of the European Commission's investigation into X's potential Digital Services Act violations in areas like curbing illegal content and information manipulation, NextETRUCK has strategically shifted its social media focus to LinkedIn, a platform better aligned with its

target audience and offering better engagement.

An additional limitation is that X only grants access to its advanced analytics tools for paid Premium accounts. This makes it difficult to gain a complete understanding of how our content performs on this platform.

Considering the existing number of followers on this social media, the reporting of NextETRUCK activities continues but with lower maintenance and prioritizing efforts on LinkedIn.

Criteria	Expected Performance (Year 2)	Year 2 results
Twitter – total number of followers	80	135

3.5.2 LinkedIn





The NextETRUCK LinkedIn page has consolidated itself as the main social media channel, demonstrating its effectiveness in reaching internal and external audiences. The platform's professional environment fosters engagement with consortium partners (who are active users) and external stakeholders. The past year has witnessed impressive growth in the NextETRUCK LinkedIn following, with a notable increase from 142 to 477 followers.

Several consortium members have actively contributed to the project's communication strategy by sharing NextETRUCK's LinkedIn posts and promoting the project's progress through their accounts. This collaborative approach has significantly amplified the project's reach and impact.

Follower metrics

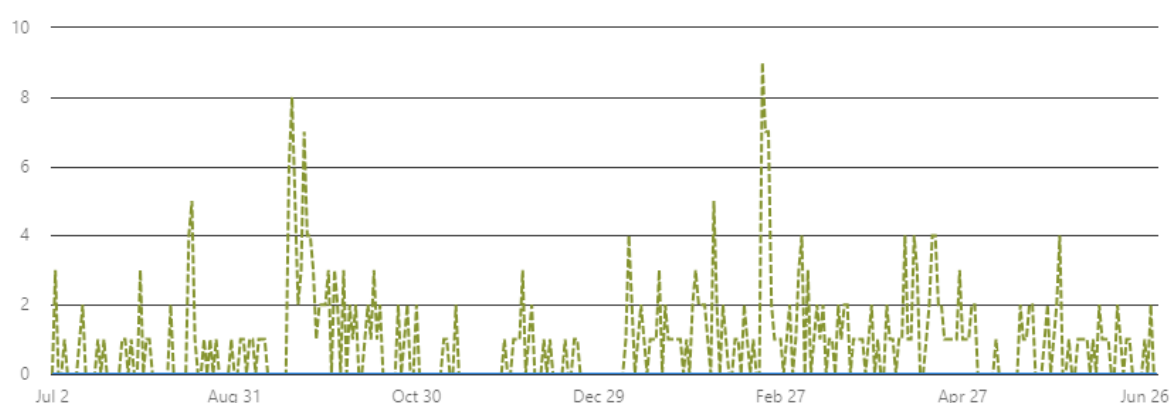


Figure 10: LinkedIn follower metrics July 2023 to July 2024

The graph illustrates the significant growth in followers throughout the year. The two main peaks in September 2023 coincided with strategic content, including posts related to high-profile events such as the FITISA World Congress, the CENEX-LCV Event, and the project consortium meeting in Istanbul. Additionally, the peak in February corresponds with the project's mid-term conference, highlighting the effectiveness of promoting key events to drive audience engagement. This underlines the effectiveness of reporting events-related content.

The anticipated launch of the Use Cases is expected to increase follower growth on LinkedIn. Engaging with local and regional stakeholders during this phase will contribute to an even larger and more engaged audience.

Criteria	Expected Performance (Year 2)	Year 2 results
LinkedIn – total number of followers	120	483



3.6 Newsletter

The NextETRUCK newsletter, distributed biannually via email, provides a comprehensive overview of project updates, relevant news, and other pertinent information. This regular communication keeps stakeholders informed about the project's progress and its ongoing developments.

Currently, the NextETRUCK newsletter has 86 subscribers. The analysis reveals a demographic dominance towards males aged 35 and above, with a concentration within the 45-54 age range. This aligns with the project's target audience of professionals involved in the urban logistics sector. Furthermore, the subscriber base reflects the project's geographical reach, with a predominance of Dutch and Belgian subscribers, corresponding to the nationalities of the project coordinator (TNO) and dissemination leader (POLIS).

Newsletters are distributed through MailChimp, a reputable email marketing platform. This ensures efficient delivery while facilitating campaign management and subscriber analytics. Additionally, all past newsletters are archived on the project website.

NextETRUCK Newsletter January 2024 ✉ Regular email · Legacy builder Last edited Tue, 16 January 2024 11:01 am by ERTICO ITS Europe	Sent Thu, 11 January 2024 3:30 pm	Nextetrucks 77 recipients	47.3% Opens	13.5% Clicks
NextETRUCK newsletter template ✉ Regular email · Legacy builder Last edited Fri, 30 June 2023 1:07 pm by ERTICO ITS Europe	Sent Fri, 30 June 2023 1:30 pm	Nextetrucks 60 recipients	50.0% Opens	17.2% Clicks
NextETRUCK #1 newsletter: Welcome onboard! ✉ Regular email · Legacy builder Last edited Fri, 24 February 2023 5:49 pm by ERTICO ITS Europe	Sent Tue, 28 February 2023 12:45 am	Nextetrucks 22 recipients	77.3% Opens	22.7% Clicks

Figure 11: Newsletters Analytics

The number of newsletter subscribers has been steadily increasing, starting with 22 for the first issue and reaching 85 by the fourth. This growth trend is expected to continue progressively.

3.7 Concept image

In addition to the materials mentioned in the GA and 9.1, during Y1, a 'concept image' has been created. This image visually illustrates the project mission, NextETRUCK innovations and the three use cases. The image was initially developed to use at the ERTICO Stand during the ITS European Congress. However, it is of general use. The consortium members are encouraged to use it in their presentations, events, etcetera. The image is also available for downloading in the NextETRUCK toolkit on the [website](#).



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

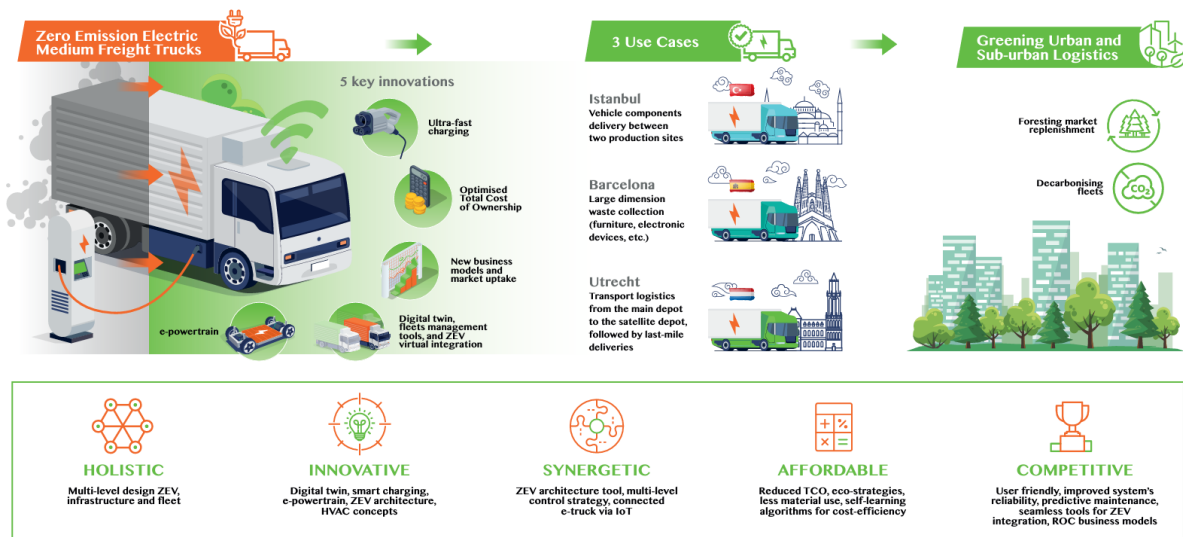


Figure 12: NextETRUCK concept image

3.8 Video

The project includes two planned videos: one in the middle of the project's timeline and a final video. Initially, it was agreed to include footage from the use cases and partner testimonials for both videos. However, since the deployment of the use cases will commence later the first video will be animated. Currently, involved project partners are in the script drafting stage. The video will showcase key facts and figures about the project, its mission, relevance to the EU's sustainability goals, and provide additional details on each use case.

The video is prominently featured on the project's homepage and YouTube channel.

A second video will be produced by the end of the project. This video will leverage the existing animation assets from the first video, combined with real-world footage captured during the Use Case demonstrations. It will also integrate testimonials from key project partners and stakeholders, providing a firsthand perspective on the project's achievements.



WATCH OUR VIDEO



Figure 13: NextETRUCK video



4 EVALUATION OF TECHNICAL DISSEMINATION, LIAISON AND EVENTS

4.1 Event participation

4.1.1 Internal Events

IRU-POLIS webinar series

A series of three webinars was organised by POLIS in cooperation with the International Road Transport Union (IRU) to shed light on the challenges of decarbonising the road freight industry in Europe. The series, which took place between February and April 2024, featured NextETRUCK in the first and second webinar. The series also significantly helped to engage with additional AEVETO cluster partners, as a relationship was created with ZEFES, H2Haul and other projects, as well as IRU, which is a dissemination leader in these projects.

NextETRUCK Mid-term conference in Brussels, Belgium

NextETRUCK organised a conference to promote the project and its preliminary outcomes to the wider stakeholder community and European Institutions in Brussels on 21 February 2024, which was attended by 44 stakeholders. The full-day hybrid event was divided into three core segments, including NextETRUCK updates, a roundtable discussion concerning the challenges for cities, as well as presentations and a conversation on the future of zero-emission freight with several AEVETO-cluster projects.

4.1.2 External Events

In total, NextETRUCK was featured in 18 events, 5 of which were organised and held physically ("AEVETO Cluster Kick-Off Meeting" by VUB, "ITS European Congress 2023" by ERTICO, "The E-Volution: urban space solutions for passengers and freight" by POLIS, "Cenex LCV 2023" by Cenex-UK, and "Regions and Clean Vehicles & Air Quality" POLIS working groups meeting) by NextETRUCK partners.

Engagement has and will be fostered throughout 2024 thanks to the attendance and active participation of, among others, Eurelectric EVision Business Hub - Peer Exchange, RTR Conference 2024, TRA 2024, CSuM 2024, 30th ITS World Congress, etc.

Among the events organised by external organisations, one needs to highlight presentations and attendance at several key European events, such as the FISITA World Congress 2023, the TRA 2024, and the 2nd CIVINET Forum Greece-Cyprus. These are analysed below.

FISITA Congress 2023

The 20min-long presentation, which was given by POLIS Network as part of technical session 1 on 12.9.2023 from 9-10:30, outlined the project, its pilots and the innovative aspects around zHDV testing.

Transport Research Arena 2024 in Dublin, Ireland



The Transport Research Arena, which took place from 15-18 April 2024 in Dublin, brings more than 4000 mobility- and policy experts together to discuss decarbonisation-, road safety and mobility- policies and projects. NextETRUCK participated in several panel discussions and engaged with the wider community of stakeholders as part of the joint AEVETO cluster stand on the exhibition floor. Besides the dissemination events, this also helped NextETRUCK to liaise with the AEVETO cluster.

2nd CIVINET Forum in Athens, Greece

NextETRUCK was featured on the “Other projects and initiatives of the EU” session during the second day of the 2nd CIVINET Forum in Athens, Greece, on the 16th of May 2024. The NextETRUCK project was presented in a 20-minute slide presentation in Greek, along with the eCharge4Drivers and SCALE projects. A particular emphasis was given to the initiatives boosting electromobility throughout the EU, and how these 3 EU-funded projects help achieve this goal. The presentation was followed by a 15-minute panel discussion in English.

Criteria	Expected Performance (Year 2)	Year 2 results
Number of interventions in external events	12	18

4.2 Scientific publications

NextETRUCK partners have delivered three scientific publications during the first year and another five during the second year, of which 1 was published in a peer-reviewed journal and 7 were conference proceedings (also peer-reviewed). The challenge of open access for scientific publications exists, as a substantial percentage of highly regarded academic/research journals and conferences (especially those with a high H-Index) are limited through paywalls. Scientific and technical partners of the NextETRUCK consortium have been encouraged to explore any open-access peer-reviewed publication platforms and possibilities, to increase the scope of the scientific outreach. Moreover, POLIS, as the manager of WP9, has also added a new tab on the Dissemination Tracker with upcoming publication opportunities and will insist on sending periodic e-mails to the consortium, reminding them of several upcoming publication opportunities, the publications' KPIs of the project, as well as the requirement for open and peer-reviewed publications.

Criteria	Expected Performance (Year 2)	Year 2 results
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Number of scientific publications	3	8
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5 UPDATE ON CAPACITY BUILDING AND REFERENCE GROUP (T9.4)

A list of initial stakeholders for the Reference Group (RG) was compiled in the first 12 months of the project. These were contacted in several instances, and some preliminary meetings were held bilaterally in the following 6 months, followed by a hybrid kick-off meeting of the RG, back-to-back with the POLIS Conference 2023, held on 1 December. The kick-off meeting fostered the engagement with the attendees and outlined the plans for the RG, provided opportunities for the stakeholders to ask questions and helped to manage expectations. Information was also shared about the following meetings, which will be coupled with physical workshops, and combined –whenever possible– with consortium meetings, piloting activities, and international events. A RG meeting is planned for October 2024, with at least another five meetings being planned by the end of 2025 (a total of 6 RG meetings and workshops is expected by the end of the project).

POLIS also planned an online webinar series in collaboration with the IRU (International Road Transport Union), featuring NextETRUCK, as well as other AEVETO cluster projects. This series of three panel discussions provided a forum for cities, regions, and the European freight industry to identify what is needed to maintain efficient goods transport in (peri-)urban areas and across long distances while creating a high living standard in Europe. The three webinars were as follows:

- IRU-POLIS Webinar #1: Zero-emission freight – from long-haul to last mile (13 February 2024)
- IRU-POLIS Webinar #2: Zero-emission logistics in a (peri-)urban environment (12 March 2024)
- IRU-POLIS Webinar #3: The future of energy infrastructure (16 April 2024)

A series of 9 webinars will follow, spanning from September 2024 till the end of the project, focusing on selected deliverables and the three pilots, as well as on lessons learnt from the project's results. These webinars will be adapted into an e-courses format and will be uploaded on the ERTICO Platform.

With only 1 RG hybrid meeting having taken place during the first two years of the project, against a KPI of 4 in-person RG meetings, the consortium is seeking for mitigation measures. The main reason is that the pilots of the project will start in the middle of Year 3, thus limiting the available shareable content and the utility of these meetings. For the same reason, no physical trainings were organised and held (against a KPI of 4 physical trainings) during the first two years of the project, as these make only sense if they are coupled with on-site visits in the 3 pilot locations and/or with tools demonstrations. This is not foreseen before the end of 2024. However, alternatives are being explored and planned, with RG meetings and physical trainings being coupled with relevant conferences and events.

As the pilots' progress materialises, more frequent RG meetings are forecasted. Nevertheless, there seems to be fatigue among the potential stakeholders participating in the RG, due to the existence and activities of several similar stakeholder groups. It seems more pertinent to



couple and mutualise these meetings with other projects' stakeholder groups, and most notably those of the AEVETO cluster. Discussions about this mitigation measure are in place. A closer collaboration and synergies with the AEVETO cluster and the ZEFES project are also being planned.



6 OVERVIEW OF THE KEY PERFORMANCE INDICATORS

At the beginning of the project, NextETRUCK established several KPIs to evaluate the effectiveness and efficiency of its communication and dissemination efforts. The table presented below outlines the status of those KPIs regarding WP9.



Table 2 : KPIs overview – Year 1

Activity	Criteria	Expected Performance (Year 2)	Year 2 results
Dissemination, communication and exploitation strategy (T9.1)	Deliverables	=< 1-month delay in delivery	D9.3 submitted in due time
Communication channels and tools (T9.2)	Website - Visitors	150	581
	Website - # of news published in English	18	22
	Twitter – total number of followers	80	135
	LinkedIn – followers of the NextETRUCK page	120	483
Technical dissemination, liaison, and events (T9.3)	Number of scientific publications	3	8
	Articles published in specialized magazines	10	14
	Number of interventions in external events	12	18
	Stakeholders attending NextETRUCK events (on average per event)	>30	>70
	Attendees NextETRUCK mid-term event	50	44
Capacity building and Reference Group (T9.4)	Meetings of the Reference Group	4	1
	Members of the Reference Group	17	14
	Online e-courses	3	3 webinars to be transformed in e-courses
	Physical training	4	0 (6 planned)



6.1 Technical dissemination, liaison, and events (T9.3) breakdown

6.1.1 Scientific publications (3+5)

6.1.1.1 Year 1

1. Popovac M. (2023). *Robust Eddy Viscosity Turbulence Modeling with Elliptic Relaxation and Compound Wall Treatment*. *Energies* 2023, 16(9). <https://doi.org/10.3390/en16093685>
2. Popovac M., Gellai I., and Simic D (2023). *Advanced Eddy-Viscosity Turbulence Modelling For The Car Cabin Thermal Comfort Analysis*. International Heat Transfer Conference (IHTC) 17. <https://publications.ait.ac.at/en/publications/advanced-eddy-viscosity-turbulence-modelling-for-the-car-cabin-th>
3. Schmalholz N., Tsiligiannis A., Thijs J., Rodriguez Rayego J. (2023). *Cities as frontrunners towards zero-emission urban mobility*. FISITA World Congress 2023.

6.1.1.2 Year 2

1. Gellai I., Popovac M., Simic D. (2023). *Digital twin for thermal characteristics of electric truck cabin with efficiency-enhancing measures*. SAE Thermal Management Systems Symposium (3-4 October 2023). <https://publications.ait.ac.at/en/publications/digital-twin-for-thermal-characteristics-of-electric-truck-cabin->
2. Tran D.-D. et al. (2023). *Advanced Digital Twin Framework for Electric Truck*. IEEE VPPC 2023 (24-27 October 2023). <https://doi.org/10.1109/VPPC60535.2023.10403207>
3. Gellai I., Popovac M., Simic D. (2023). *Electric truck cabin and HVAC digital twin with novel type of thermal measures in a multi-level simulation environment*. NAFEMS Eastern Europe Conference 2024. <https://www.nafems.org/events/nafems/2024/nafems-ee-conference-2024/>
4. Dalir A., Jaman S., Tran D.-D., Geury T., Hegazy O. (2024). *A High-Level Optimal Charging Management Strategy Using Model Predictive Control for Megawatt Charging Station*. 27th SPEEDAM Meeting 2024. <https://www.speedam.org/>
5. Popovac M. (2024). *Compound wall treatment for complex turbulent flows*. 19th OpenFOAM Workshop. <https://openfoamworkshop.org/>

6.1.2 Articles published in specialized magazines (7+7)

6.1.2.1 Year 1

1. 24 November 2022 – Freight Carbon Zero: [NextETRUCK is a new EU-funded initiative aimed at decarbonising vehicle fleets](#)



2. 23 March 2023 – electrive.com: [NextETRUCK project to develop more efficient zero-emission trucks](#)
3. 23 March 2023 – Electricals Informed: [ABB E-mobility Co-Develops Optimal E-Truck Charging Solution As Part Of EU Project](#)
4. 27 March 2023 – HANSER automotive: [Projekt NextETRUCK : ABB E-mobility entwickelt Ladelösung für E-Lkw](#)
5. 28 March 2023 – Transportissimo: [ABB E-mobility co-développe une solution de recharge optimisée pour les camions électriques](#)
6. 11 April 2023 – [Manufacturing & Supply Chain: Driving the urban logistics revolution with NextETRUCK innovations](#)
7. 27 April 2023 – UK Research and Innovation: [NextETRUCK: Horizon Europe guarantee case study](#)

6.1.2.2 Year 2

1. 21 July 2023 – Zemo Partnership: [£65m available for innovative Zero Emission Road Transport projects through Horizon Europe](#)
2. 13 November 2023 – Truck News: [NextETRUCK: il progetto di Ford Trucks per la logistica del futuro](#)
3. 13 November 2023 – La Rotta dei Trasporti: [Ford Trucks, avanti tutta con NextETRUCK](#)
4. 15 November 2023 – Transporte Profesional: [Ford Trucks trabaja en el proyecto NexETRUCK sobre movilidad libre de emisiones](#)
5. 17 November 2023 – Transport Online: [NextETRUCK: il progetto per dare vita ai pesanti elettrici di Ford Trucks](#)
6. 14 December 2023 – Austrian Roadmap 2050: [Plattform für Österreichs Mobilität & Infrastruktur: Null-Emissions-Logistik mit Elektro-Trucks](#)
7. 12 January 2024 – iAlimentar: [Ford Trucks está a trabalhar para moldar o futuro da logística com o projeto NextETRUCK](#)

6.1.3 Number of interventions in external events (3+15)

6.1.3.1 Year 1

1. 11 May 2023, online – AEVETO Cluster online kick-off meeting
2. 22-24 May 2023, Lisbon (PT) – [NextETRUCK was presented in the ITS European Congress](#)
3. 19-20 June 2023, Brussels (BE) – [NextETRUCK was presented in The E-Volution: urban space solutions for passengers and freight](#)

6.1.3.2 Year 2

1. 14-18 August 2023, Cape Town (SA) – [NextETRUCK will participate in the International Heat Transfer Conference \(IHTC\) 17](#)
2. 6-7 September 2023, Millbrook (UK) – [NextETRUCK will participate in the Cenex-LCV and Cenex-CAM](#)



3. 11-12 September 2023, Arnhem (NL) – [NextETRUCK will be presented in the POLIS event: Regions and Clean Vehicles & Air Quality working group meeting](#)
4. 12-15 September 2023, Barcelona (ES) – [NextETRUCK will be presented in the FISITA World Congress 2023](#)
5. 26-27/09/2023 Utrecht (NL) Participation in conference Banner presentation at AEC 2023
6. 4-5 October 2023, Plymouth (US) – [NextETRUCK will be presented in the SAE 2023 Thermal Management Systems Symposium \(TMSS\)](#)
7. 10 October 2023, Athens (GR) - Participation in the 4th Electric Vehicles Conference
8. 24-27 October 2023, Milan (IT) – Participation in the 2023 IEEE Vehicle Power and Propulsion (IEEE VPPC 2023) Conference
9. 25 October 2023, Warsaw (PL) - Participation in the Urban Tech Forward 2023 Conference
10. 31 October 2023, Brussels (BE) - Participation in the Eurelectric EVision Business Hub - Peer Exchange
11. 6 February 2024, Brussels (BE) - [NextETRUCK at RTR Conference 2024](#)
12. 14-18 April 2024, Dublin (IE) - [NextETRUCK at TRA 2024](#)
13. 19 June 2023, Ischia (IT) - Participation in the 27th SPEEDAM Meeting 2024
14. 20 June 2024, Hernani (ES) - Participation in the III. REUNIÓN CIENTÍFICA DE MONDRAGON UNIBERTSITATEA SOBRE SISTEMAS DE ALMACENAMIENTO DE ENERGÍA BASADOS EN BATERÍAS
15. 25 June 2024, Beijing (CN) - Participation in the 19th OpenFOAM Workshop



7 CONCLUSION

During the past year, NextETRUCK WP9 revised its promotional materials and exceeded its communication activity KPIs. Dissemination activities significantly increased in the second reporting year, with a notable rise in event participation and published open-access publications. Efforts to maximize project impact continue, despite some Capacity Building and Reference Group activities being delayed due to the sensitive nature of deliverables and the demonstration phase starting in early 2025. The kick-off of the trials will be a pivotal moment for WP9. Press releases will be drafted for each trial, and dedicated events with the Reference Group will be organized to dynamically showcase the assessed technologies and innovations. Professional footage and testimonials from these events will contribute to creating a final project video. Joining the AEVETO Cluster aims to enhance dissemination and outreach. Upcoming demonstrations and planned webinars and e-courses are expected to meet all project KPIs by the end of the project.



8 REFERENCES

<https://databox.com/metric-library/metrics/google-analytics-4/event-count-by-event#:~:text=The%20Event%20Count%20by%20Event,video%20views%2C%20or%20for%20m%20submissions.>

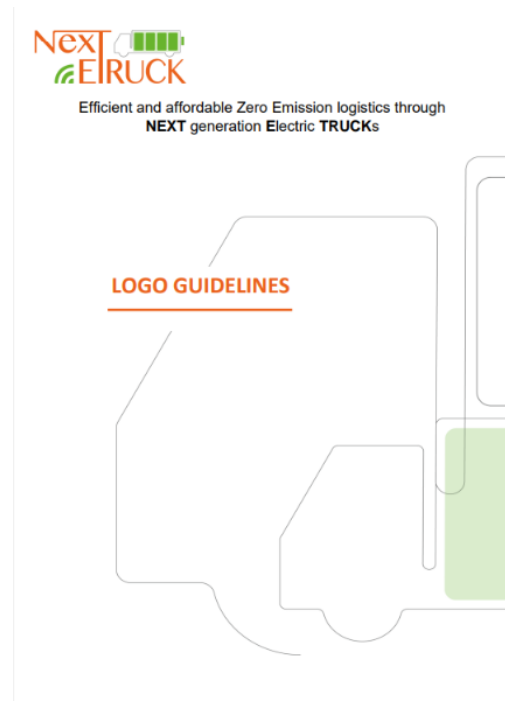
https://ec.europa.eu/commission/presscorner/detail/en/ip_23_6709



9 ANNEXES

9.1 ANNEX I – NextETRUCK – Logo Guidelines

NextETRUCK - Logo Guidelines



Visual identity and guidelines

This document aims to collect the main guidelines for the use of the NextETRUCK project logo and visual identity, offering coherent branding.

The graphics included in the file can be used freely by all consortium members. External bodies, except for the European Commission, must ask for permission before using them.

Brand, logo and fonts

NextETRUCK brand

The brand represents and facilitates a quick recognition of the project. Consortium members must apply the branding correctly when communicating the project, enabling easier identification for the audience.

Applying the guidelines collected in this document will ensure that the messages are always clear and express the true character of the NextETRUCK brand.

NextETRUCK logo

Concept behind the 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 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 of the 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'.



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.



1 colour – 100% Black logo

1 colour – reversed logo

Figure 2. NextETRUCK alternative logos

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

Partners are highly encouraged to use the official full-colour logo on a white background. If the logo is to be reproduced in black and white, use the one-colour logo version. When the logo has to be displayed over a dark-coloured background, use the one-colour reversed logo option.

#e6d11c	#99b42e	#727272
Opacity: 25%	Opacity: 25%	Opacity: 25%
C: 0%	C: 64%	C: 53%
M: 72%	M: 0%	M: 42%
Y: 94%	Y: 100%	Y: 42%
K: 0%	K: 0%	K: 27%
R: 235	R: 105	R: 114
G: 97	G: 180	G: 114
B: 28	B: 46	B: 114

Correct logo use

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](#).





9.2 ANNEX II – NextETRUCK template for deliverable article



NextETRUCK – Deliverable Information Template

Purpose: This template enables project partners to share the key details about the main project deliverables, making it easier for the Communications team to create content regarding the project's key findings and results. The goal is to simplify technical concepts and highlight the core information.

Deliverable Title	
Main partners involved	
Short description (What was the main aim of this deliverable?)	
Key achievements (Highlight the key work done and the main findings of this deliverable)	
Relevance (Please explain how this deliverable will enable other project WP or trial sites to complete their tasks in order to reach the project's objectives?)	
Next steps (Will the findings of this deliverable be prevented or demonstrated anywhere (paper, test)? Will there be any follow-up deliverable?)	
Challenges and solutions (Did you find any challenges during development of the deliverable and which solutions did you	



9.3 ANNEX III - NextETRUCK video script



NextETRUCK video script

#	Time	Message	Text	Idea for animation	Screen text	Comments
1	00.00 – 00.07	Show cities' activity growth	Today's cities are bustling with commercial activity.	Zooming into a busy city, with a lot of traffic and people walking down the street.		
2	00.07 – 00.14	Increase in urban logistics	Shops, supermarkets, and other stores need goods that require urban road delivery.	Focus on a delivery trucks and people delivering packages.		
3	00.14 – 00.21	How polluting urban logistics are	In Europe, road deliveries are responsible for 25% of the CO2 emissions in urban areas	Close-up of a delivery truck emitting gases. The text "25% CO2 emissions" appears from the gas cloud.	25% CO2 emissions	
4	00.21 – 00.27	Present its negative effect	This has an adverse impact on the climate and citizens' health.	Zoom out to a darker, more polluted street		
5	00.27 – 00.37	Present the project + its mission	NextETRUCK is advancing a new generation of zero emission, electric medium freight trucks for greening urban road deliveries.	Show one electric truck + the project logo + EU flag + An electric truck pop-up		Inspiration: Check second 0:50 https://youtu.be/OXC5Sb5rRNo
6	00.37 – 00.42	Introduce the 5 innovations	The project will deliver five key innovations:	Make the truck a bit smaller and add the text '5 key innovations'	5 key innovations	
7	00.42 – 00.47	1: Electric powertrain	Advanced electric powertrains	Circles with representation of the innovation start popping up	Modular design Regenerative braking Energy loss reduction	Check the images here for inspiration (don't use the same ones)
8	00.47 – 0:53	2. Better design and reduced costs	Tools to optimize design and reduce costs	Circles with representation of the innovation start popping up	Improved vehicle cabin HVAC system	
9	0:53 – 0:59	3. New business models	New business models to increase widespread market adoption	Circles with representation of the innovation start popping up	Circular economy Repurposed batteries	
10	0:59 – 1:04	4. Digital twin	Digital twin and fleet management tools	Circles with representation of the innovation start popping up	Cost savings Environmental benefits	



11	1:04 – 1:09	5. Fast charging	And flexible ultra-fast charging concepts	Circles with representation of the innovation start popping up	Minimise charging costs Avoid peak demand	
12	1:09 – 1:19	Show project's impact	With these innovations, our test vehicles are expected to be 10% more energy efficient than top market competitors.	Show the comparison between NextETRUCK and other truck, with an arrow indicating a 10% efficiency boost.		
13	1:19 – 1:30	Trucks characteristics	We are creating innovative, affordable, competitive, and synergetic medium freight vehicles and ecosystems ...	First show those 5 characteristics.		See example (00:15: https://youtu.be/RwL2w8HvGM4)
14	1:30 – 1:37		... for a new era of e-trucks.	Showcase transition from polluting conventional trucks to greener, electric ones.		Inspiration: Check this image
15	1:37 – 1:47	Conclude with cleaner cities	These new fleets will contribute to making urban and sub-urban environments healthier and more sustainable places	Happy people walking around, and a store receiving parcels (with eco branding) while one truck is delivering them, and another is charging batteries at a charging station. Everything is well organised, bright, and clean. It can be a greener and brighter version of the first scene.		
16	1:47 – 1:52	[END OF THE VOICEOVER]		Show NextETRUCK consortium logos.		
	1:52 – 1:59			Show NextETRUCK logo + EU acknowledgement with the following text (NextETRUCK has received funding from the European Union Horizon innovation Actions programme		