Project Acronym	e-MOTICON
Project Title	e-MObility Transnational strategy for an Interoperable COmmunity and Networking in the Alpine Space
Project Number	413
Work Package	WPC – Communication
Deliverable	D.C.1.2 e-MOTICON Communication Strategy
Version	1.3
Status	Draft
Author	Lombardy Region

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SUMMARY

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1 INTRODUCTION

e-MOTICON project focuses on transnational electro mobility (e-mobility) strategy for an interoperable community and networking in the Alpine Space (AS) area. The project has been developed to support Public Administrations (PAs) in deployment of an innovative transnational strategy that integrates spatial planning, innovative business models and technologies, sustainable mobility patterns and energy efficiency instruments, in order to promote larger diffusion of electric charging stations (E-CS) and wider interoperability.

Currently AS area is characterized by a low and inhomogeneous deployment of e-mobility; in fact the count of E-CS varies from 15 to 235 per million inhabitants, whereas e-vehicles' (EV) number varies from 70 to 470 per million inhabitants.

One reason for the inadequate diffusion of e-mobility is the low interoperability of E-CS, often due to limited integration of planning instruments used by PAs and their lack of knowledge in technological innovation and business modelling. If at all, PAs address the issue in an isolated way and leave the investments to private non-coordinated initiatives.

Taking into consideration this limited integration of planning instruments, e-MOTICON partners will address the public administrations' capacity building and their planning approach. 15 partners with the contribution of 42 observers, including managing authorities, regional public bodies, research centres and private investors will:

- *Deliver a White book on innovative E-CS planning to respect e-mobility requirements in AS transnational strategy and Regional Action Plans;*
- *Provide a Strategy to anticipate E-CS network requirements;*
- *Test the Strategy in 3 joint pilot actions;*
- *Provide Guidelines for the application of the Stragey;*
- *Create a transnational community where PAs and representatives of the e-mobility industrial sector, research centres, regional agencies, end users (residents & tourists) and public transport agencies will be actively involved.*

Partners will use project activities to involve and connect different stakeholders, and project outputs to rise their awarness on benefits and opportunities deriving from transnational cooperation and increase their knowledge on E-CS planning. It is fundamental to catch important public and private actors in e-mobility and PAs to influence their attitude and behaviour. This communication strategy will set the ground for all communication and networking actions to be implemented during the project life, with focus on raising awareness, increasing knowledge, influencing attitudes and changing behaviour of project target groups.

It will provide specification on communication objectives, communication channels and tools, clear division of activities, tasks and timeline, together with the simple indications on how, when and where to perform a single activity.

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Project communication will be coordinated by the Lead Partner (LP) and Project Partners' (PPs) communication managers with support of their management teams. All partners need to be actively involved and make their part of the work with local, regional and national stakeholders.

2 STRATEGY

Communication is everyday social behaviour and as such it is fundamental in any kind of relation and activity because it transfers a message and the message, if communicated effectively can turn out to be a powerful mean to make a change.

The communication strategy underpins what e-MOTICON wants to communicate outside and how it connects with its stakeholders and target groups. The communication aim is much more than sharing information on the project, it goes from information to the general audience, to influence targeted stakeholders opinions, knowledge and behaviours on e-mobility sector.

One way communication will not make any difference, instead several levels of two-way communication will support project partners and observers to understand technical situation, business models and behavioural schemes in all AS countries. It will help them to assess the problems related to low deployment of e-mobility, such as lack of interoperability and local approach of PAs, lack of awareness of the most innovative technologies and low policy integration with other areas. Through efficient interactive communication tools and channels, partners will explore possibilities of governance models development and networking schemes for a long lasting transnational community, and will facilitate decision making process related to the change that e-MOTICON wants to achieve.

Project work plan recalls constant communication activities, which are divided at 3 levels:

- In support to coordination of the partnership, therefore related to WP Management (detailed information in D.M.2.1 Internal Communication Plan);
- In support to achievement of planned outputs, therefore related to Thematic WPs (e-MOTICON has four thematic work packages, and each one of them, except the WPT1 which does not have any output, involves precise target groups);
- In support to transfer of outputs and results to target groups not directly involved in the project, adding value to the achievements, therefore related to the WP Communication.

Currently, not all PAs are very much informed on the possibilities and forthcoming developments related to e-mobility interoperability, hence it is necessary to start from scratch, informing them about project's developments, available tools and how these can be further applied to their areas and policies in order to wider the e-mobility development.

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The following table links in a clear and simple way project specific objectives, communication objectives, target groups, outputs, approach and activities. In the following chapter the first five elements, from the project specific objectives to the approach will be outlined, while all the activities here reported only by number and name, will be detailed in the chapter 5. For each activity, linked deliverables will be specified.

Table 1. Communication approach.

Project specific objective	Communication objective	Target group	Approach	Deliverables
SO.1 Develop sound integrated strategy for the deployment of a homogeneous AS-wide network of electric charging stations with an easy to use information and interoperable system ("e-roaming")	Increase knowledge	Local PA: ➢ Municipalities and district authorities with political and technical personnel involved in E-CS infrastructure planning; ➢ Local agencies delegated by PA to operate on environment, energy or traffic issues. Regional PA: ➢ Regional authorities, with political and technical personnel involved in E-CS infrastructure planning. National PA Infrastructure and (public) service Provider: ➢ Energy utilities and suppliers; ➢ E-mobility service providers; ➢ Energy providers;	Promotional activities Digital activities; Public events; Publications.	D.C.1.2 e-MOTICON website; D.C.2.1 e-MOTICON Poster; D.C.2.2 e-MOTICON Roll-Up; D.C.2.3 e-MOTICON USB; D.C.2.3 e-MOTICON flyer-folders; D.C.3.1 e-MOTICON Newsletter; D.C.3.2 e-MOTICON short movie; D.C.4.1 e-MOTICON public events; D.C.4.2 e-MOTICON final Public event; D.C.4.3 International e-mobility congress; D.C.5.1 e-MOTICON White book;

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		➢ Fuel station operators; Associations for future charging service implementation.		
SO.2 Foster transnational interoperability and integrated planning of charging infrastructure has one related communication objective	Influence attitude (shared communication objective)	Local PA: ➢ Municipalities and district authorities with political and technical personnel involved in E-CS infrastructure planning; ➢ Local agencies delegated by PA to operate on environment, energy or traffic issues. Regional PA: ➢ Regional authorities, with political and technical personnel involved in E-CS infrastructure planning. National PA Infrastructure and (public) service Provider:	Digital activities; Public events; Publications. Organization of site visits;	D.C.3.3 e-MOTICON tutorial video; D.C.3.4 e-MOTICON social media account; D.C.4.4 e-MOTICON local meeting; D.C.5.2 e-MOTICON Guidelines D.T.4.2.1 e-MOTICON site visits

		➢ Energy utilities and suppliers; ➢ E-mobility service providers; ➢ Energy providers; ➢ Fuel station operators; ➢ Associations for future charging service implementation.		
SO.3 Increase transnational PA cooperation on integrated planning of interoperable charging infrastructures	Change behavior	Local PA: ➢ Municipalities and district authorities with political and technical personnel involved in E-CS infrastructure planning; ➢ Local agencies delegated by PA to operate on environment, energy or traffic issues. Regional PA: ➢ Regional authorities, with political and technical personnel involved in E-CS infrastructure planning. National PA Infrastructure and (public) service Provider: ➢ Energy utilities and suppliers; ➢ E-mobility service providers; ➢ Energy providers; ➢ Fuel station operators; Associations for future charging service	e-MOTICON web based Platform set up and management; Training for Public Administrations; Organization of workshops for PA and investors.	D.T.4.1.1 e-MOTICON networking platform; D.T.4.3.1 PA on-line training course D.T.4.4.1 Workshop for PA and investors

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		implementation. Sectoral agency: ➤ Environmental NGOs; ➤ Agencies that operate for Ministry/Region/Municipalities on environment, energy or sustainable mobility. SME: ➤ SME providing services and products like ICT, automotive, charging system device, Software & Apps, Services, technologies and components.		

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3   COMMUNICATION OBJECTIVES

As illustrated in the table above, for each e-MOTICON specific objective, partnership has decided at least one communication objective:

- **Project Specific Objective 1:** *Develop sound integrated strategy for the deployment of a homogeneous AS-wide network of electric charging stations with an easy to use information and interoperable system ("e-roaming"),* has two related communication objectives; increase knowledge and influence attitude.

  Target group: Local, Regional and National Public Administrations (Municipalities and district authorities with political and technical personnel involved in E-CS infrastructure planning, local agencies delegated by PAs to operate on environment, energy or traffic issues.), infrastructure service provider.

  Approach: In order to increase target groups knowledge, partnership will transfer the Output (OT) 1 White Book to target, mainly through digital activities. Newsletters with the link to download the White book in English and local languages on e-MOTICON website will be sent. Social media accounts (Twitter, Facebook, LinkedIn) will provide updated information on the White book status quo, its main highlights and link to download document when ready, and YouTube account will publish e-MOTICON video with visual features related to OT1. The White Book will be also available on USB key and distributed at project public events and at the final conference.

  In order to influence attitude, partnership will organize 2 public events to present OT1. During each event, non PP local and regional PAs will be asked to pitch on their E-CS planning and afterwards PP in charge of the White book presentation will show them its applicability in their environment. Useful information during the pitch will be noted down and used by PPs while elaborating project deliverables. Final public event in Milan will present White book and its concrete application in different AS areas to influence non PP PAs to replicate it in their context.

- **Project Specific Objective 2:** *Foster transnational interoperability and integrated planning of charging infrastructure has one related communication objective,* has one related communication objective: influence attitude.

  Target group: Local, Regional and National Public Administrations (Municipalities and district authorities with political and technical personnel involved in E-CS infrastructure planning and local agencies delegated by PA to operate on environment, energy or traffic issues), and infrastructure service providers.

  Approach: In order to influence attitude, project partnership will transfer the OT 2 Guidelines, to PAs and infrastructures service providers, with debates on E-CS planning both virtually on LinkedIn social account and during public events after guidelines presentation. It will be distributed to participants both in limited hard copies and on USB devices. Furthermore, newsletters with the link to download the Guidelines from e-MOTICON website will be sent to target groups. Social media

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accounts (Twitter, Facebook and LinkedIn) will provide constant updated information on the Guidelines elaboration.

- ➤ **Project Specific Objective 3:** *Increase transnational PA cooperation on integrated planning of interoperable charging infrastructures,* has one related communication objective; change behaviour.

  Target group: National, Regional and Local PAs, environmental NGOs and agencies involved in environment, energy and/or sustainable mobility topics, Energy utilities and suppliers, e-mobility service providers, energy providers, fuel station, associations for future charging service implementation, SMEs providing services and products like ICT, automotive, charging system device, Software & Apps, Services, technologies and components.

  Approach: In order to change their behaviour, project partners will build and open interactive e-MOTICON community OT 3, providing both virtual space and specialized network to PPs, Observers and non PPs in order to easily pass from simple information exchange to collaboration. The community will be used by PPs and non PPs to collect and exchange information, material, opinions, experience and knowledge related to project topics and will provide a virtual room to public and private experts and their groups, where discuss in depth on technical aspects of thematic WPs. Target groups will be invited to use and promote the community through their network and contacts during e-MOTICON events and conferences. A video tutorial with instruction published on YouTube linked to social accounts (Facebook, Twitters, LinkedIn) and project website, will explain how to use community and will encourage to become its active participant.

4 ACTIVITIES

The following chapter details all the activities (listed in the table 1 Communication approach) that have to be implemented in order to reach communication objectives. Besides activities strictly related to WPC, a selected number of WPT4 activities will be implemented with the aim to change behaviour of target groups. As said, communication in e-MOTICON project is of fundamental importance, therefore the project is focused on it throughout technical WPs, in particular WPT4 Transnational Community. In WPT4 PPs will in fact create a community with PAs (PPs & observers included), investors, infrastructure and public service provider, SMEs, sectoral agencies and end-users to compare their knowledge, cooperate and capitalize on public-private experiences, promote e-MOTICON results and output and implement E-CS planning and installation in their own eco system. For each activity listed, information on responsible and involved partners, activity duration and target is indicated. Deliverables that will be produced are also described with indications on quantities, source of verification and finalization.

Activity A.C.1	WP C leader, Lombardy Region (LR) will define the Communication Strategy which approved by e-MOTICON Steering Group, will be adopted by all PPs. LR
Start-up activities including communication strategy	will produce also e-MOTICON logo and project templates. All these will be shared on project's platform, internal section: <http://crm.e-moticon.eu/>.
	Partners have to place e-MOTICON logo on all promotional material, documents,

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	invitations, presentations, agendas and other project related documents. The reference to the European Regional Development Fund (ERDF) must be also visible on all materials and documents with the claim: *"This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme"* which has to be visible, readable and written in a bigger font size than 7,5. In combination with other logos the European Union emblem (i.e. the flag in the Interreg logo) of the project logo shall have at least the same size, measured in height or width, as the biggest of the other logos. The logo should always be bigger than the smallest logo size specified here or of the same width (for more details on rules, see section Annexes). In order to guarantee a unique project image, its templates (word, PPT, excel and agenda) will be used by PPs for all events, presentations, materials and documents related to e-MOTICON. Furthermore, PPs are invited to share with LR and Lead Partner (LP) RSE any kind of document produced, before printing or sharing with external stakeholders (SH), for the compliance check and approval.
Responsible partner	Lombardy Region
Involved Partners	All Partners
Activity duration	2016.11-2019.04
Target audience	• Project Partners for e-MOTICON Communication Strategy • National, Regional and Local PAs, sectoral agency, infrastructure and (public) service providers, SMEs, general public for e-MOTICON website
D.C.1.1 e-MOTICON Communication Strategy	An easy-to-use document with specification of communication objectives, target and approach, clear division of activities, deliverables and PPs' responsibilities. Communication tools and channels to be used are also described. Information on financial and human resources related to communication and monitoring. Section Annex will contain all related important documents, where to look for detailed information in case Communication Strategy does not provide. It will be the main instrument to which refer to for all project communication activities.

Unit	Target value	Target per Partner	Source of verification	Finalization
1	1	N/A	Document shared with PPs by e-mail and uploaded on website internal area. Upon request will be sent to JS for their comments.	First reporting period

D.C.1.2 e-MOTICON website set up	e-MOTICON project website set up by LR at the project start and regularly updated with data and information provided by all PPs. In particular, PPs will have to refer to "Guidelines for the organization and management of events and meetings, and elaboration of the communication deliverables within e-MOTICON project" document in order to have a full list of documents and materials, which have to be arranged and sent to LR for the publication on e-MOTICON website. Information available: ➢ The project (Project Results and Work Packages); ➢ Project partners and observers; ➢ News and events. Link to e-MOTICON website: http://www.alpine-space.eu/projects/e-moticon/en/home Additionally, each project partner must display on their website the following information about the project: ➢ The project logo; ➢ A short project description including its objectives and results; ➢ The financial support (amount and ERDF claim); ➢ A link to the project website; ➢ News on project public events should be also promoted; And communicate to RSE and LR the link to their institutional website.

Unit	Target value	Target per Partner	Source of verification	Finalization
1	1	N/A	e-MOTICON website online; LR and RSE check each PP's website and collect links in excel file.	First reporting period

Activity A.C.2 Promotional activities	LR will define the template, if not provided by the AS Programme and design all the promotional materials (poster, roll-up, USB and flyer-folder) in compliance with AS Programme corporate design manual and subsidy contract. AS Programme template for the poster will be used. The content for the elaboration of the promotional material will be delivered by all PPs, who will also carry out the translation in local language in order to have copies in their own language. Besides English, e-MOTICON has German, Austrian, French, Italian and Slovenian languages. Partners from each Country will arrange the translation in a specific language with a collaborative approach. Promotional materials, available in digital version on the project website and social media, will be printed in a limited number due to the project's green approach. LR and LP will provide several options for the main project's image (representative one) to PPs and the majority will decide on which one to use as e-MOTICON brand. Selected image will be used on all English printed material.
Responsible partner	Lombardy Region

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Involved partners	All partners				
Activity duration	2016.11 - 2019.04				
Target audience	National, Regional and Local PAs, sectoral agency, infrastructure and (public) service providers, SMEs, general public				
Deliverable D.C.2.1 e-MOTICON Poster	Poster on the template provided by the AS Programme, with introduction to project, partners and bullet points on pilots. Approved by JS, produced in English and translated in PPs local languages, it has to be displayed during public events (local and transnational), workshops and always at PPs' premises/ offices. In case of changes of PPs' logos, LR will updated the printable file with logos sent by PP.				
	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	20	3 per LP; 2 per WPC Leader; 1 per each PP.	Digital file and posters printed by PPs and exhibited during events and always at their premises.	First Reporting Period
D.C.2.2 e-MOTICON Roll-Up	LR will design the Roll-Up template in compliance with the AS Programme communication rules. Roll-Up will contain an overview of project objectives, outputs and pilots, partnership and related geographical coverage, project contact person. Published in English and translated by the PPs in local languages (same rule as for the poster), will be used during all partners/ project public events. Each PP will also have an empty box left available for Institution or pilot information. Each PP's final version of roll up has to be approved by LR and RSE and, if needed by the steering group. Roll-Up has to be approved also by JS. While LR will provide the final digital version in English and local language, each partner will print its own Roll-Up.				
	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	15	1 per each PP.	Digital file and Roll-Up printed by each PP	Last Reporting Period
D.C.2.3 e-MOTICON USB	The three project outputs, digital version of White book, Guidelines and the link to the Transnational Community, plus possible additional public deliverables (NL, etc.) uploaded on the USB keys and distributed to participants during the project final public event. LR will provide several size/model options for USB to PPs and the majority will select the final one. It will be customized using project and Programme logo. All USB keys will be produced by LR and handed out to PPs.				
	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	850	50 per each PP; 150 per LR	Digital files on USB keys handed out to partners	Last Reporting Period
D.C.2.3	e-MOTICON flyer-folders containing project documents related to public events				

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e-MOTICON flyer-folders	(agenda and promotional material), will have on its front page the image related to e-MOTICON, on the end page map of geographical coverage with list of PPs, inside page PPs' logo and project summary. All flyer-folders will be designed and printed by LR and handed out to PPs.				
	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	2000	100 per each Partner; 600 per RL	Digital file and printed flyer-folders handed out to PPs	Second Reporting period

Activity A.C.3 Digital activities	LR will use different online tools to reach the largest number of target groups possible. Dedicated e-MOTICON accounts will be opened on the main social networks: LinkedIn, Twitter, Facebook and YouTube; the accounts will be regularly updated reporting and advertising project events, activities, results and other relevant information for general public. Social Media accounts, managed by LR will promote links to project website in order to allow to get more detailed information. The contents to be published will be provided by all PPs, referring to "Guidelines for the organization and management of events and meetings, and elaboration of the communication deliverables within e-MOTICON project". It is of fundamental importance that each PP follows strictly the rules given in the guidelines, enabling LR to promote correctly local and transnational event through digital activities (website and social accounts). Newsletters, as key tool for dissemination, will be delivered by e-mail to target groups according to the contact database provided by each PP and Observer. Partners and observers can adopt the most suitable option: a) provide LR with the complete information, including the name of the persons to be contacted and the email addresses, (all data will be processed according to privacy current law); b) take direct care of the delivery of Newsletter, providing basic information (responsible partner, name, surname and company, target group, country, region and city at least), in order to allow LR to monitor the development of dissemination activities. One dedicated video and one tutorial will be produced and uploaded on the e-MOTICON YouTube account linked to project website and social media accounts.
Responsible partner	Lombardy Region
Involved partners	All partners
Activity duration	2016.11 - 2019.04
Target audience	National, Regional and Local PAs, sectoral agency, infrastructure and (public) service providers, SMEs, general public

D.C.3.1 e-MOTICON Newsletter	Newsletters of maximum 4 pages, containing updates on project status, links to project website, social media accounts, and events (past and upcoming). The Newsletter will be published on the e-MOTICON website and social media. It will also be sent via e-mail to a wide contacts database collected by partners. Newsletters will contain:
	• First general presentation of project objectives, outputs and partners;
	• Updates on results achieved and activities implemented;
	• Interview to PPs and Observes;
	• Focus on specific topic;
	• Information on events held and on forthcoming events. If public conference dates, place and e-mail contact for more information will be also published.
	The newsletters will be published as follows:
	• Newsletter 1 - July 2017 with presentation of e-MOTICON, kick off meeting, forthcoming events and interview to 2 PPs RSE and BSC (directly involved PP will be asked for technical contribution);
	• Newsletter 2 - November 2017 with presentation of first results (WPT1: STATE OF ART), information on public event and workshop in Slovenia with contact of Hosting Partner, glimpse on local events held by partners and interview to 3 PPs Klagenfurt, Province of Brescia, WFG (directly involved PPs will be asked for technical contribution);
	• Newsletter 3 - June 2018 with presentation of results (WPT2: STRATEGY), information on public event and workshop in Bad Reichental with contact of Hosting Partner, glimpse of local events held by partners and interview to 4 PPs Region Piemonte, PVF, Bayern Innovative, Alpine Pearls (directly involved PPs will be asked for technical contribution);
	• Newsletter 4 - November 2018 with presentation of results (WPT3: STRATEGY TEST and WPT2 REGIONAL ACTION PLAN), information on public event and workshop in Werfen with contact of Hosting Partner, glimpse of local events held by partners and interview to 4 PPs Veneto Strade, BAUM, RAEE, PRC (directly involved PPs will be asked for technical contribution);
	• Newsletter 5 - March 2019 with presentation of results (WPT4: Transnational community) information on final public event in Milan with contact of Hosting Partner, glimpse of local events held by partners and interview to 2 PP Region Lombardy and Kempten University, and final conclusion by LP RSE (directly involved PPs will be asked for technical contribution);
	Partners who host public events, workshops, study visits will also provide significant pictures to be included in the Newsletter. LR will share with all PPs English version of NL, and according to partner's choice (if to share contact list with LR entrusting them with forwarding of NL to stakeholders, or if forwarding directly without sharing contact list with LR, but proving the dispatch) it will be

	sent out within 3 week-period once it is ready. If partners want to send the NL in local language, partners from each country will agree upon the translation in collaborative way, translate the content and send it to LR for the graphic layout. LR will let PP have their local language version by e-mail and display it on the website thus the PP can share the link with their SHs.

Unit	Target value	Target per Partner	Source of verification	Finalization
1	5	N/A	Digital version shared among PPs and sent to SHs	Last Reporting Period

D.C.3.2 e-MOTICON short movie	e-MOTICON short movie with general introduction on e-MOTICON strategy, a focus on 3 pilots and highlights on transnational community with interviews to PPs and a selected numbers of its participants. LR will take care of filming all transnational public events, workshops and study visits, while each PP will record material during their local events and pass it to LR which will evaluate the quality and if to keep it or not. Due to the targeted general audience, the movie will not use a technical jargon but easy-to-understand images of the project and pilots and it will be produced in English. In order to have it also in local languages (audio in English, subtitles in local languages), partners from each country will agree upon the translation in collaborative way, translate the content and send it to LR. LR will write the script and all PPs will participate to its realization providing video material, pictures and ideas. Once finalized the video will be published on website, YouTube, Facebook and LinkedIn. Link to YouTube will be published on Twitter and on each PP's website. It will be also shared with the audience during the final conference in Milan.

Unit	Target value	Target per Partner	Source of verification	Reporting
1	1	N/A	Digital version shared among PPs and published online	Last Reporting Period

D.C.3.3 e-MOTICON tutorial video	An image guided tutorial presentation with intuitive instructions created by PPs to explain to non PPs stakeholders how to register/ participate to Community. It will give an outlook on advantages and benefits of being an active participant. The production will be guided by LR with the collaboration of all PPs who will contribute to the outline of the contents to be presented in the video. The tutorial video will be uploaded on website, YouTube, Facebook and LinkedIn. Link to YouTube will be published on Twitter and on each PP's website. It will also be presented during public events, especially local ones that PPs have to organize.

Unit	Target value	Target per Partner	Source of verification	Finalization
1	1	N/A	Digital version shared among PPs	Last Reporting Period

				and published online	
D.C.3.4 e-MOTICON social media account	Social media networks are considered by the Alpine Space Programme as a way to enlarge the communication activity providing an active, direct and open commitment of target groups who can easily participate and transmit information as well as enrich the stakeholders' network. LR will open e-MOTICON accounts on Twitter, LinkedIn and Facebook and will regularly updated them with project news, events, activities and material provided by all PPs. Furthermore, all PPs will promptly inform LR and RSE on news they reckon could be interesting to share on social media accounts. YouTube account will also be opened in order to promote video and tutorial. Same rules as per promotion on e-MOTICON website apply to social media accounts, therefore PPs will have to refer to "Guidelines for the organization of events and meetings, and elaboration of the communication deliverables within e-MOTICON project" document in order to have clear what they have to send to LR to enable them to promote promptly local and transnational events. - Facebook will be used as the main social network for general target with a less technical and more images and graphic elaborations, video and updates on events; https://www.facebook.com/e-MOTICON-Project-Alpine-Space-108378783106137/ If PP has an institutional FB page, it will share significant news published on e-MOTICON FB and information on e-MOTICON transnational events; - Twitter is very straightforward with only 280 characters at disposal and will be used as a platform to give hints on e-MOTICON and links to website, facebook for more detailed information and link to YouTube for video and Tutorial; https://twitter.com/eMOTICON_Alpine PP will inform LR on people/ institution/ organization/ projects linked to e-mobility and E-CS that could be followed. During local events, HP will send tweets to LR to be published, and during project's event LR will tweet info and pics. - LinkedIn is more B2B oriented, therefore it will be the main channel to build relationships and knowledge transfer on E-CS planning tools with non-partner public authorities; https://www.linkedin.com/in/e-moticon-alpine-space-a5482a145/ - YouTube will be used for short movie and the video tutorial. https://www.youtube.com/channel/UC3HUEjfWQyyveRsDFiJ-OrQ				

Unit	Target value	Target per Partner	Source of verification	Finalization
1	1 Twitter	N/A	Active accounts	First Reporting

		1 LinkedIn 1 Facebook 1 Youtube			Period

Activity A.C.4 Public events	Public events are the most interactive communication activity because the only in person occasion to involve and discuss with different stakeholders and target groups. The information provided through the public events will be focused on the result of the project that PPs want to transfer to external stakeholder and networks therefore must be carefully planned and organized with the active collaboration of the whole partnership. The specific content, the agenda, the speeches and speakers, the people to invite, the workshops to be held, the location, logistics organization and all other necessary issues, will be carefully studied by Hosting Partner in collaboration with LR and RSE, who will involve WPT Leaders, depending on the technical focus of the event. The final approval will be given by all PPs. Dedicated materials for the participants will be provided and delivered with the collaboration of all Partners. The organization of each event should start at least a month and a half prior the schedule date and the invitation sent on duly time. Pictures, minutes and signatory list will be made available by Hosting Partner to all PPs after the event. Due to the fact that all public events require a detailed organization with specification on who does what, each PP has to refer to "Guidelines for the organization and management of events and meetings, and elaboration of other communication deliverables within e-MOTICON project" document and excel file that contains the list of all events and specification for each one of them. LR will elaborate a Satisfaction questionnaire for project and partners' event and share it with hosting partners who in return have to hand it out to the participants to the events, collect their feedback at the end of the event and share all the questionnaires with LR 3 weeks after the event latest. LR will analyse the data from surveys as one of the indicators of impact to evaluate the quality of project communication.
Responsible partner	Lombardy Region
Involved partners	All partners
Activity duration	2017.03 - 2019.04
Target audience	National, Regional and Local PAs, sectoral agency, infrastructure and (public) service providers, SMEs, general public
D.C.4.1 e-MOTICON public events	Public event format with main sessions on: • Project introduction; • Technical topics selected by hosting project partner in collaboration with LP, LR and WP leader; • Pitch by non PP PA on their local needs and experience; • Pitch by stakeholders on E-CS innovation; • Debate; • Conclusions.

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<table>
<tr><td colspan="6">All the events will be held in English with simultaneous translation in local language in order to ease the understanding and the comprehension of technical aspects to local and regional PAs.

Three public events are scheduled as follows:
• First week of July 2017 in Strasbourg (F) organized by Pole Vehicle du Future;
• Last week of January 2018 in Tolmin (SLO) organized by Pososki razvojni center;
• October 2018 in Bad Reichenhall (DE) organized by Business development agency Berchtesgadener Land.

Public events, besides the direct invitation by e-mail, will be promoted on social media accounts, project and partners websites following the rules on sharing material with LR.</td></tr>
</table>

	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	3	N/A	Material related to the event available on website and social media accounts	Last Reporting Period
D.C.4.2 e-MOTICON final Public event	Final event format: • Description of results and future outlook with focus on e-MOTICON Community as tool for cooperation among public authorities and stakeholders in e-mobility and E-CS planning; • Award to the best e-MOTICON Community influencer. e-MOTICON video and tutorial will be also presented to the participants. The final event will be held in April 2019 in Milan (IT) organized by Lombardy Region and Lead Partner RSE. Final event besides the direct invitation by e-mail, will be promoted on social media accounts, project and partners websites. Each partner will invite its own observers to the final event.				

	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	1	N/A	Material related to the event available on website and social media accounts	Last Reporting Period

D.C.4.3 Participation to international e-mobility congress	PPs will submit to LP RSE and LR a list of external scientific and e-mobility congress they want to take part to, and together with them will select to which one take part presenting e-MOTICON project and results. E-mobility congresses will be occasion to network with international experts on the topic, e-mobility insiders and invite them to the Community in order to make available their knowledge and experience to all PPs. Participation of e-MOTICON PPs to international congress

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	will be promoted on social media accounts and e-MOTICON website.				
	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	2	N/A	Agenda of the congress, Signature list if available, PPT PP presented and short description	Last Reporting Period
D.C.4.4 e-MOTICON local meeting	Each PP will organize 5 local meetings involving observers and non PP local and regional stakeholders to present the project and discuss on the topics and outputs obtained, and to analyze local context in relation to e-mobility and E-CS. It will be an occasion to disseminate deliverables and outputs, and to collect information, data and elements from local and regional environment, talking about specific needs and problems. These events will be held in local languages and materials such as agenda, PPTs, signature list, invitation will be prepared in advance by Hosting Partner, informing LR and RSE. In order to promote local events on social media accounts, on project website and Newsletter, Hosting Partner will upload main info and material on Internal Workspace http://crm.e-moticon.eu/. Each partner has to refer to "Guidelines and roles for the organization and management of events and meetings, and elaboration of other communication deliverables within the e-MOTICON project", following indications on preparation phase, event and post event phase.				
	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	75	5 per each PP	Material related to event available	Last Reporting Period

Activity A.C.5 Publication(s)	e-MOTICON project outputs (the White book and the Guidelines for Public Administrations at regional and local level) will be published and printed in English language. They will be distributed during project events and meetings to main stakeholders and target groups both in digital copy (USB) and hard copy. A copy of the outputs will be also uploaded on project website and WPT4 platform and promoted through social media accounts, newsletters and PPs' websites. LR will set up an editorial group (at least 1 PP from each Country including, LP-WP2 Leader, WPC Leader, PP responsible for the Guideline) which approved by all PPs, will be in charge of elaboration of these two main outputs. Editorial group, led by LR will collect all technical contents from WPT2 and PP responsible for the Guideline, who in parallel, externally from the editorial group, will coordinate the elaboration of the technical content with partners involved in WPT2 and WPT3 activities. Meanwhile WPT2, WPT3 leaders and responsible partners collect technical material, editorial group will define the writing style,

pictures and the graphic layout in order to make it appealing.

The editorial group will be made of:

Coordination	WPC Leader LR	Marco Cappelletti, Technical Assistance
Italy	LP and WPT2 Leader RSE	Cristina Cavicchioli
Austria	City of Klagenfurt	Nicole Jantschgi
Germany	PP responsible for the Guideline BAUM	Patrick Ansbacher
France	AURAEE	Laurent Cogerino
Slovenia	BSC	Blanka Odlazek

Both publications will be delivered in English and in local languages; editorial group will finalize the English version while Partners from each Country will arrange the translation in a specific language with a collaborative approach.

Responsible partner	Lombardy Region
Involved partners	All partners
Activity duration	2018.11 - 2019.04
Target audience	National, Regional and Local PAs, sectoral agency, infrastructure and (public) service providers, SMEs, general public
D.C.5.1 e-MOTICON White book	The output 1 White book will target different local, regional and national authorities to outline strategies and business model that should be approached in interoperability E-CS planning. The content will be collected by LR and Editorial Group from WPT2 Leader RSE. LR will coordinate the editorial group responsible for the design of the white book. An understandable language in order to be easily understood both by PPs PAs and non PPs PAs, will be used. Too technical expression and jargon will be avoided in enforcing and describing the operative framework. A communication summary and some extract will be promoted through social media accounts and project and partners website in order to reach larger audience with a clearer message. LR will print 1600 English versions and will give 100 to each PP. English version will be translated in local language by PPs. 50 copies of the White Book will be printed in local language by each PPs.

Unit	Target value	Target per Partner	Source of verification	Finalization
1	2350	English version: 100 per PP Local language version: 50 per PP	White book published, printed and promoted	Last Reporting Period

D.C.5.2 e-MOTICON Guidelines	The output 2 Guidelines will be delivered to local, regional, national public authorities and to infrastructure and service providers. The document will envisage technical and practical indication on how to develop an integrated planning approach in spatial planning of E-CS interoperability. The LR will collect the content from WPT3 Leader WFG-BGL and PP

responsible for the Guideline (BAUM), and will coordinate the editorial group in desing/ graphic outline using the appropriate technical language and suitable jargon. The guidelines should be understandable therefore, a proper approach has to be used. To enforce and enlarge the communication a summary and some extract will be published on social media accounts and project and partner website.

LR will print 1600 English versions and will give 100 to each PP. English version will be translated in local language by PPs.

50 copies of the white book printed in local language by each PPs.

Unit	Target value	Target per Partner	Source of verification	Finalization
1	2350	English version: 100 per PP Local language version: 50 per PP	Guidelines published, printed and promoted	Last Reporting Period

Activity A.T.4.1 e-MOTICON web based Platform set up and management	WPT4 leader Alpine Pearls will set up, implement and manage the web platform of e-MOTICON community with support of the WPT4 platform Editorial Team, which will be in charge of collection of all specific project material (deliverables, outputs referred to technical WPs, public events, news, etc) from PPs and published it on the platform. The platform will be a specific plug-in section of the Project website and it will contain two sections: PPs' internal working space (https://crm.e-moticon.eu) and open to observers and stakeholders networking platform (http://www.e-moticon.eu). Observers will access also the internal working space, with all relevant contacts and documents within the project and join discussions in the forum. Within the Networking Platform, project partners, observers and all interested stakeholders will exchange on thematic topics. Firstly, each project partner will invite their observers to join both platforms sharing e-mail invitation in local language (French, English, Italian, German and Slovenian), and then each PP will invite their interested stakeholders to join the Networking Platform (http://www.e-moticon.eu) sending an invitation in all five project languages. The platform, thanks to each PP translation, will be available in five languages (EN, IT, DE, FR, SI) in order to be accessible to single Public Authority without language problems.

WPT4 platform Editorial Team Members	
emoticon@alpine-pearls.com	AT
ilaria.leonardi@rse-web.it	IT
Ilaria.leonardi@alot.it (for Province of BS e-HUB)	IT
mateja.kutin@prc.si	SLO

		laurent.cogerino@raee.org	FR	
		s.Petersen@baumgroup.de	DE	
Responsible partner	Alpine Pearls – Association to fund a sustainable tourism with soft mobility			
Involved partners	All partners			
Activity duration	2017.01 - 2019.04			
Target audience	National, Regional and Local PAs, sectoral agency, infrastructure and (public) service providers, SMEs			
D.T.4.1.1 e-MOTICON networking platform	Special section open to selected participants and not to general public on the project website, where initially partners and observers will participate and during project implementation non PPs PAs and other public and private stakeholders will be involved for specific technical debates and discussion. The platform will be used both by PPs to collect materials directly from non PP PAs and private actors in order to enrich their researches and elaboration, and by non PP PAs and private actors to have first-hand information on news in E-CS planning sector and to positively influence the elaboration of the outputs. It will be a virtual space where experts from PAs and private stakeholders will meet and discuss on e-MOTICON topics, exchange information, experience and knowledge and provide advices.			

Unit	Target value	Target per Partner	Source of verification	Finalization
1	1	N/A	Active platform	Last Reporting Period

Activity A.T.4.2 Organization of site visits	PPs will organize 5 site visits for PPs PA and observes to inform them on general aspects of planning interoperable charging infrastructures, on best practices and on filed experience, on hosting partner's experience, on problems and solution put into practice by the PP who organizes the site visit. Part of the site visit will be dedicate to mutual learning among 3 e-MOTICON pilot actions and achievements will be presented by pilot leaders.
Responsible partner	Alpine Pearls – Association to fund a sustainable tourism with soft mobility
Involved partners	All partners
Activity duration	2016.11 - 2019.02
Target audience	Project Partners and Observers
D.T.4.2.1 e-MOTICON site visits	Half day visit with participation of PPs PA and observers organized by Lombardy Region together with Province of Brescia, Pole Vehicle du Future, Pososki razvojni center, Business development agency Berchtesgadener Land with general support of WPT4 Leader Alpine Pearls. The site visits are scheduled as follows: • December 2016 Milan (IT) organized by Lead Partner RSE; • July 2017 in Strasbourg (F) organized by Pole Vehicle du Future; • January 2018 in Kranj (SLO) organized by Business Support Center, Ltd; • October 2018 in Bad Reichenhall (DE) organized by Business development agency Berchtesgadener Land; • February 2019 in Austria organized by Alpine Pearls. Each Hosting partner has to refer to "Guidelines and roles for the organization and management of events and meetings, and elaboration of other

	communication deliverables within the e-MOTICON project", following indications on preparation phase, event and post event phase.				
	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	5	N/A	Material related to site visit available	Last Reporting Period

Activity A.T.4.3
 	
Training for Public Administrations
	Partners will be divided in working groups, coordinated by WPT4 leader and will produce 1 structured on-line training course for PAs (PPs and non PPs) based on the following issues:
	  ➢ Training on e-MOTICON community platform,
	  ➢ Technical issues on e-MOTICON state of art,
	  ➢ Strategy and pilots activities,
	  ➢ Specific thematic on e-mobility and E-CS
	The courses materials will be produced, recorded and uploaded on project website.				

Responsible partner	Alpine Pearls – Association to fund a sustainable tourism with soft mobility				
Involved partners	All partners				
Activity duration	2017.10 - 2019.01				
Target audience	National, Regional and Local PAs, sectoral agency, Project Partners and Observers				
D.T.4.3.1 PA on-line training course	English training course on technical contents with written materials and short movie to be downloaded from e-MOTICON website and linked to social networks.				
	Unit	Target value	Target per Partner	Source of verification	Finalization
	1	1	N/A	Training material	Last Reporting Period

Activity A.T.4.4 Organization of workshops for PA and investors	During public events in Strasbourg, Tolmin and Bad Reichenhall 3 workshops will be organized to stimulate the exchange of experiences, needs and expectations of PAs and Investors on e-mobility and E-CS sectors. Public events and workshops will be carried out on the same occasion as per AS Programme greening concept. Workshop format will include front-class section and working table where PAs and investors will confront their point of views on 3 thematic field decided during the project implementation.
Responsible partner	Alpine Pearls – Association to fund a sustainable tourism with soft mobility
Involved partners	All partners
Activity duration	2017.07 - 2019.02
Target audience	National, Regional and Local Pas, sectoral agency, infrastructure and (public) service providers, SMEs
D.T.4.4.1 Workshop for PA and investors	Workshop foresees working table where PAs and investors invited will discuss on specific issues on E-CS. A short report will be delivered by each working group and published on project website.

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	Workshops for PA and investors are scheduled as follows: • July 2017 in Strasbourg (F) organized by Pole Vehicle du Future; • January 2018 in Tolim (SLO) organized by Pososki razvojni center; • October 2018 in Bad Reichenhall (DE) organized by Business development agency Berchtesgadener Land; Each Hosting partner has to refer to "Guidelines and roles for the organization and management of events and meetings, and elaboration of other communication deliverables within the e-MOTICON project", following indications on preparation phase, event and post event phase.

Unit	Target value	Target per Partner	Source of verification	Finalization
1	3	N/A	Material related to the workshop available	Last Reporting Period

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5 TIMELINE

For the activities above described, here follows updated project GANTT.

	Quantification																														
Year		2016		2017												2018													2019		
Months		Nov Dec	Jan Feb Mar Apr May	Jun Jul Aug Sep Oct Nov Dec	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov																									
Reporting semesters		1	II	III	IV	V	VI																								

Project meetings

	Quantification	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Kick off meeting			x																												
Final MEETING (HELD TBC)																												x			
Virtual TMB						x			x			x			x			x			x			x				x			
Consortium meetings (TMB, SC)(5)			x						x							x							x					x			
Site visists (5)			x						x							x							x					x			
Public event (3)									x							x							x								
Workshops (3)									x							x							x								
Final event																													x		
NEWSLETTER (5)									x			x			x					x				x			x				
P=PLANNED		Milan- IT		Strasb.- F	Kranj- SLO	Tolmin- SLO	Bad Reich.- DE	Werfe.- A	Milan- IT																						

WPT4: TRANSNATIONAL COMMUNITY — Quantification

A.T4.1	e-MOTICON web based Platform set up and management																														
Deliverable	Title	Qty																													
D.T4.1.1	e-MOTICON networking platform	1																										x			

A.T4.2	Organization of site visits																														
Deliverable	Title	Qty																													
D.T4.2.1	e-MOTICON site visit	5	x						x							x							x					x			

A.T4.3	Training for Public Administrations																														
Deliverable	Title	Qty																													
D.T4.3.1	PA on-line training course	1																										P			

A.T4.4	Organization of workshops for PA and investors																														
Deliverable	Title	Qty																													
D.T4.4.1	Workshop for PA and investors	3							x							x							x								

WP T4 OUTPUTS: TRANSNATIONAL COMMUNITY | x

WPC: Communication — Quantification

A.C.1	Start-up activities including communication strategy and website																														
D.C.1.1	e-MOTICON Communication Strategy	1		P							D																					
D.C.1.2	e-MOTICON website set up	1		P			O																									

A.C.2	Promotional activities																														
D.C.2.1	e-MOTICON Poster	20					D				O																					
D.C.2.2	e-MOTICON Roll-Up	15					D				O																					
D.C.2.3	e-MOTICON USB	850																											P			
D.C.2.4	e-MOTICON flyer-folders	2000							P		O																					

A.C.3	Digital activities																														
D.C.3.1	e-MOTICON Newsletter	5							x			x						x			x				x							
D.C.3.2	e-MOTICON short movie	1																									P					
D.C.3.3	e-MOTICON tutorial video	1															P															
D.C.3.4	e-MOTICON social media account	4		P						O																						

A.C.4	Public Event(s)																														
D.C.4.1	e-MOTICON public event	3							x							x							x								
D.C.4.2	e-MOTICON final Public event	1																												x		
D.C.4.3	Participation to international e-mobility congress	2																														
D.C.4.4	e-MOTICON local meeting	75																														

A.C.5	Publication(s)																														
D.C.5.1	e-MOTICON White book	2350																										P				
D.C.5.2	e-MOTICON Guidelines	2350																										P				

6   FINANCIAL RESOURCES

In order to implement at best the activities related to the communication, in the tables here below details on financial resources are reported by Partner/WPC and T4 and by single activity per partner.

PPs - Tasks	T.4.1 Set up a WEB based Platform transnational networking group	T.4.2 Organization of site visits for tutoring regional/local PA	T.4.3 Tranining actions for Public Administrations	T.4.4 Organization of 3 workshop for PA and investors	T.C.1 Start-up activities including communication strategy and website set up	T.C.2 Promotional material	T.C.3 Digital activities	T.C.4 Public events	T.C.5 Publications	TOTAL
LP01 RSE ITA	€ 15.450,00	€ 5.000,00	€ 5.000,00	€ 5.000,00	€ 8.912,50	€ 4.087,50	€ 4.000,00	€ 4.000,00	€ 3.000,00	€ 54.450,00
PP02 Prov. BS ITA	€ 500,00	€ 1.500,00	€ 1.500,00	€ 1.500,00	€ 4.500,00	€ -	€ 2.000,00	€ 3.214,50	€ 4.000,00	€ 18.714,50
PP03 Piemonte ITA		€ 3.050,00	€ 6.250,00			€ 1.000,00		€ 100,00		€ 10.400,00
PP04 Veneto ITA	€ 1.500,00	€ -	€ 1.920,00	€ -	€ 1.000,00	€ 2.500,00	€ 2.500,00	€ -	€ 1.995,00	€ 11.415,00
PP05 Lombardy ITA	€ 500,00	€ 1.000,00	€ 1.000,00	€ 1.000,00	€ 15.000,00	€ 6.000,00	€ 38.210,00	€ -	€ 20.740,00	€ 83.450,00
PP06 Klangenfurt AUT	€ 13.200,00	€ 5.400,00	€ 3.600,00		€ 3.287,00	€ 2.000,00	€ 1.200,00	€ 1.500,00	€ 1.200,00	€ 31.387,00
PP07 Soca SLO	€ 1.700,00	€ 3.550,00	€ 3.600,00	€ 3.500,00	€ 1.100,00	€ 3.100,00	€ 1.650,00	€ 3.500,00	€ 4.500,00	€ 26.200,00
PP08 Kranj SLO	€ 1.952,00	€ 3.925,00	€ 2.780,00	€ 6.156,50	€ 414,00	€ 1.536,00	€ 2.415,00	€ 907,55	€ 4.745,00	€ 24.831,05
PP09 PoleVdF FRA	€ 3.500,00	€ 2.450,00	€ 2.000,00		€ 5.495,00	€ 2.400,00	€ 3.000,00	€ 1.000,00	€ 1.495,00	€ 21.340,00
PP10 RAEE FRA	€ 4.706,00	€ 7.147,00	€ 3.764,25	€ 8.647,00	€ 2.941,00	€ 7.118,00	€ 4.441,00	€ 3.273,55	€ 3.853,00	€ 45.890,80
PP11 WFG GER	€ 2.000,00	€ 3.000,00	€ 4.000,00	€ 5.000,00	€ 1.500,00	€ 1.900,00	€ 4.500,00	€ 5.000,00	€ -	€ 26.900,00
PP12 Uni Kempten GER		€ 6.000,00		€ 5.400,00	€ 1.000,00	€ 8.000,00		€ 6.700,00	€ 3.000,00	€ 30.100,00
PP13 BAUM GER	€ 1.500,00	€ 3.500,00	€ 3.500,00	€ 3.500,00	€ 2.000,00	€ 1.350,00	€ 3.000,00	€ 4.000,00	€ 3.000,00	€ 25.350,00
PP14 Alpine Pearls AUT	€ 20.000,00	€ 18.000,00	€ 15.000,00	€ 15.000,00	€ 1.000,00	€ 2.000,00	€ 2.845,00	€ 5.225,00		€ 79.070,00
PP15 Bayern In. GER	€ 450,00	€ 3.845,00	€ 4.490,00	€ 7.406,50	€ -	€ 8.490,00	€ 5.490,00	€ 4.445,00	€ 4.647,25	€ 39.263,75
TOT (Except WPT4.5)	€ 66.958,00	€ 67.367,00	€ 58.404,25	€ 62.110,00	€ 48.149,50	€ 51.481,50	€ 75.251,00	€ 42.865,60	€ 56.175,25	€ 528.762,10

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7   HUMAN RESOURCES

Table here below reports details on each PP Communication Manager. Inside internal communication plan contacts (phone, email) may be found.

Project human resource – overview per partner			
PP	PROJECT PARTNER	COMMUNICATION MANAGER	Email contact
LP	RSE	Ilaria Leonardi	ilaria.leonardi@rse-web.it
PP2	Province of Brescia	Sabrina Medaglia	smedaglia@provincia.brescia.it
PP3	Piedmont Region	Silvia Maria Venutti	silviamaria.venutti@regione.piemonte.it
PP4	Veneto Strade	Adriana Bergamo	a.bergamo@venetostrade.it
PP5	Lombardy Region	Marco Cappelletti	Marco_Cappelletti@regione.lombardia.it
PP6	City of Klagenfurt	Nicole Jantschgi	Nicole.Jantschgi@klagenfurt.at
PP7	PRC	Tjaša Maurič	tjasa.mauric@prc.si
PP8	BSC	Blanka Odlazek	blanka.odlazek@bsc-kranj.si
PP9	PVF	Véronique Nardi	vn@vehiculedufutur.com
PP10	RAEE	Laurent Cogerino	laurent.cogerino@auvergnerhonealpes-ee.fr
PP11	WFG	Daniela Zocher	daniela.zocher@wfg-bgl.de
PP12	University of Kempten	Kathrin Eisele	kathrin.eisele@hs-kempten.de
PP13	B.A.U.M.	Patrick Ansbacher	p.ansbacher@baumgroup.de
PP14	Alpine Pearls	Margarethe Staudner	emoticon@alpine-pearls.com
PP15	Bayern Innovative	Borris Haupt	haupt@bayern-innovativ.de

8 MONITORING AND EVALUATION

Monitoring the communication process provides the opportunity to oversee the reach of communication goals and campaign strategy in the following ways:
- Track any completed communications events, presentations, or reports;
- Track any solicited and/or unsolicited feedback coming from audiences or stakeholders;
- Track the development of interest in the evaluation from potentially new audiences or stakeholders that were not previously considered.

Evaluating the communication activities provides the opportunity to adjust the communications goals and campaign strategy in the following ways:
- Formally or informally, ask audience members, stakeholders, and funders or potential funders for their reactions and suggestions for improvement;
- Improve the communications processes where needed based on the feedback and constructive suggestions.

The WPC Leader, Lombardy Region, with the support of LP RSE, will be responsible for coordination of this task. A focus on the communication evaluation will be included in the final report.
The following indicators of realization will allow monitoring of the effectiveness of communication strategy:

Deliverable	Base/ target Value	Source/ means of verification
D.C.1.1 – eMOTICON Communication Strategy	1	Document shared with PPs by e-mail and uploaded on website internal area. Upon request will be sent to JS for their comments.
D.C.1.2 - eMOTICON website	1	e-MOTICON website online; RL and RSE check each PPs website
D.C.2.1 – eMOTICON poster	20	Digital file and printed posters handed to partners
D.C.2.2 – eMOTICON roll-up	15	Digital file and printed Roll-Up
D.C.2.3 – eMOTICON USB	850	Digital files on USB keys handed out to partners
D.C.2.3 – eMOTICON flyer folders	2.000	Digital file and printed flyer-folders handed out to PPs
D.C.3.1 – eMOTICON Newsletter	5	Digital version shared among PPs and sent to SHs
D.C.3.2 – eMOTICON short movie	1	Digital version shared among PPs and published online
D.C.3.3 – eMOTICON	1	Digital version shared among

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tutorial video		PPs and published online
D.C.3.4 – eMOTICON social media account	4	Active accounts
D.C.4.1 – eMOTICON public event	3	Material related to the event available
D.C.4.2 – eMOTICON final public event	1	Material related to the event available
D.C.4.3 – Participation to International congress	2	Agenda of the congress, Signature list if available, PPT PP presented and short description.
D.C.4.4 – eMOTICON local meeting	75	Material related to event available
D.C.5.1 – eMOTICON White book	2.350 printed copies	White book published, printed and promoted
D.C.5.2 – eMOTICON Guidelines	2.350 printed copies	Guidelines published, printed and promoted
D.T4.1.1 – eMOTICON web platform	1	Active platform
D.T4.2.1 – eMOTICON site visit	5	Material related to site visit available
D.T4.3.1 – PA online training course	1	Training material
D.T4.4.1 – workshop for PA and investors	3	Material related to the workshop available

The following indicators of impact will allow to evaluate the quality of project communication:

Indicator	Base/ target Value	Source/ means of verification
Unique visits to project website as indicator of increased awareness on project activities	110	Google Analytics
No of Participants per event	20 persons in local events 50 persons in International events	Signature list
Customer satisfaction	80% positive feedback	Satisfaction questionnaire
Number of press/radio adverts	20	Articles and/or audio
Number of WPT4 platform users	50	Platform analytics

Number of signed Memorandum of Understanding	5	Signed MoU

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9   ANNEXES

1. Guidelines for the organization and management of events and meetings, and elaboration of the communication deliverables within e-MOTICON project – document version
2. Guidelines for the organization and management of events and meetings, and elaboration of the communication deliverables within e-MOTICON project – excel version
3. Alpine Space Programme - Corporate design manual for Alpine Space projects
4. Alpine Space Programme - Factsheet N.4.4. Project Communication
5. Alpine Space Programme – Website management manual for project
6. Alpine Space Programme – Project poster template
7. e-MOTICON logo;
8. e-MOTICON Templates
   o e-MOTICON_format_deliverables (WORD)
   o e-MOTICON_format ppt
   o e-MOTICON agenda
9. D.C.2.1 – e-MOTICON Posters
   o D.C.2.1 e-MOTICON Poster_DEUT
   o D.C.2.1 e-MOTICON Poster_ENG
   o D.C.2.1 e-MOTICON Poster_FRA
   o D.C.2.1 e-MOTICON Poster_ITA
   o D.C.2.1 e-MOTICON Poster_SLO
10. D.C.2.2 – e-MOTICON Roll-up
   o D.C.2.2 e-MOTICON Roll-up_PP1 (ENG/ITA)
   o D.C.2.2 e-MOTICON Roll-up_PP2 (ENG/ITA)
   o D.C.2.2 e-MOTICON Roll-up_PP3 (ENG/ITA)
   o D.C.2.2 e-MOTICON Roll-up_PP4 (ENG/ITA)
   o D.C.2.2 e-MOTICON Roll-up_PP5 (ENG/ITA)
   o D.C.2.2 e-MOTICON Roll-up_PP6 (ENG/DEU)
   o D.C.2.2 e-MOTICON Roll-up_PP7 (ENG/SLO)
   o D.C.2.2 e-MOTICON Roll-up_PP8 (ENG/SLO)
   o D.C.2.2 e-MOTICON Roll-up_PP9 (ENG/FRA)
   o D.C.2.2 e-MOTICON Roll-up_PP10 (ENG/FRA)
   o D.C.2.2 e-MOTICON Roll-up_PP11 (ENG/DEU)
   o D.C.2.2 e-MOTICON Roll-up_PP12 (ENG/DEU)
   o D.C.2.2 e-MOTICON Roll-up_PP13 (ENG/DEU)
   o D.C.2.2 e-MOTICON Roll-up_PP14 (ENG/DEU)
   o D.C.2.2 e-MOTICON Roll-up_PP15 (ENG/DEU)
11. D.C.2.4 – e-MOTICON flyer-folders:

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- o D. C.2.4 – e-MOTICON flyer-folders_back
- o D. C.2.4 – e-MOTICON flyer-folders_front