



*Frugal Zero-Emission Vehicles for
the Urban Passenger challenge*

Project deliverable D6.3

Interim Dissemination and Communication Report and Updated Plan



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EXECUTIVE SUMMARY

Deliverable 6.3 'Interim Dissemination and Communication Report and Updated Plan' offers an overview of communication and dissemination activities carried out by the ZEV-UP partners in the first twenty months of the project. It evaluates the initial communication and dissemination strategy that was outlined in D6.1 'Communication and dissemination plan' and provides an evaluation of the achievement of the communication and dissemination plan as described in the same document.

The ZEV-UP communication and dissemination strategy provides clear goals and objectives to ensure effective and harmonised efforts among consortium members. The target audience for these efforts is outlined, along with tailored key messages to create maximum impact and convey a cohesive message in all ZEV-UP communication and dissemination activities.

This document presents the main achievements of the communication and dissemination plan. It details the tools, channels, and activities performed from the beginning of the project until Month 20 (August 2025) as per the Grant Agreement.

Key communication achievements include:

- The development of the ZEV-UP visual identity,
- The creation of the project website and social media channel (LinkedIn) and their regular update,
- The publication of bi-annual newsletter,
- The production of promotional materials including a concept image, roll-up banner, and an animated video.

Main dissemination achievements comprise:

- Representation in a wide range of key events, ranging from presentations to stand representations,
- The development of scientific publications to disseminate the project's results,
- The organisation of the first ZEV-UP webinar, focused on battery swapping, an important aspect of the project.

Overall, ZEV-UP has fulfilled its communication and dissemination requirements and achieved most of the targets set in D6.1. Project partners will continue their efforts to achieve all targets by the planned timeframe, as the focus shifts from raising awareness to disseminating results and showcasing the project's outcomes. In the next phases, activities will concentrate on promoting the vehicle demonstrations and the project events, highlighting the exploitation potential of ZEV-UP, and strengthening synergies with the 2Zero Partnership and other related EU projects and initiatives.

This deliverable is the first update and revision of the ZEV-UP communication and dissemination strategy and plan. A final report is planned in Month 42 (June 2027).

LIST OF ABBREVIATIONS AND ACRONYMS

Acronym	Meaning
BaaS	Battery as a Service
BEV	Battery electric vehicle
C&D	Communication and Dissemination
EU	European Union
EV	Electric vehicle
KPI	Key Performance Indicator
OEM	Original Equipment Manufacturer
WP	Work Package
ZEV-UP	Frugal Zero-Emission Vehicles for the Urban Passenger challenge

1 INTRODUCTION

1.1 Project introduction

ZEV-UP aims to develop a battery electric vehicle (BEV) that is user-centric, modular, and zero-emission. While primarily focusing on passenger transportation, the vehicle will also address goods transport needs. The ZEV-UP vehicle's design incorporates a swappable battery system, enhancing convenience and adaptability, and reducing operational costs. This versatile and frugal electric vehicle will redefine electromobility, paving the way for more sustainable transport.

The ZEV-UP frugal vehicle concept will be implemented on three variants, each tailored to diverse user needs. These compact vehicles aim to fulfil the daily mobility needs of urban commuters, emphasising short-distance travel and space efficiency. The modular compact vehicles will share common parts to ensure durability, safety, and minimal operational and maintenance costs. The primary variant, a compact two-seater, targets urban commuting, while a longer wheelbase four-seater variant caters to family transportation needs. Moreover, the longer wheelbase model can transform into a two-seater commercial vehicle with a designated cargo area for transporting goods.

To validate user acceptance and assess the vehicles' design and technological advancements, real-world demonstrations will take place in various conditions and environments in Budapest and Istanbul. The project's overarching goal is to boost the adoption of ZEV-UP vehicles in both established and emerging markets, including market studies in Asia and Africa.

1.2 Purpose of this deliverable

Deliverable 6.3 'Interim Dissemination and Communication Report and Updated Plan' is part of the Horizon Europe reporting requirements to demonstrate mid-term progress and strategic adjustment of the Dissemination and Communication plan. The document is an update and revision of D6.1 'Communication and dissemination plan', developed at the beginning of the project, and reviews the communication and dissemination strategy defined in D6.1, which aims to guide all communication and dissemination activities carried out by the partners. It also presents the communication and dissemination achievements of the first twenty months of ZEV-UP, reviewing the main activities performed and the channels and tools deployed to achieve maximum impact.

1.3 Intended audience

This deliverable is a public document. Its main audience is the ZEV-UP consortium, for which it serves as a guide for communication and dissemination activities. Both the project partners and external stakeholders can find an overview of the communication and dissemination activities performed until M20.

2 EVALUATION AND UPDATE OF THE ZEV-UP COMMUNICATION AND DISSEMINATION STRATEGY

The ZEV-UP Communication and Dissemination (C&D) strategy was developed in the early stages of the project to help advance the strategic objectives of the project and set the foundations for all activities in the C&D plan (Chapter 3). The strategy builds a shared vision of ZEV-UP followed by all project partners. A clearly defined and effective strategy is key for the project's success and impact and is important for the project partners to have a clear view of the overall objectives, target groups, and key messages and tools that are used to reach them. The strategy creates a framework enabling ZEV-UP to raise awareness and ensure high visibility of the project's activities and outcomes among targeted stakeholders in Europe and beyond. Project communication and dissemination activities are geared towards fostering stakeholder engagement and participation in the project's objectives and outcomes.

This chapter reviews the goals and objectives achieved by ZEV-UP and the progress made against the planned timeline. It also outlines the planned activities as the project progresses to its technical and demonstration phases. So far, ZEV-UP has successfully implemented its communication and dissemination strategy and carried out the activities planned in the first phases of the project. This was possible thanks to the active involvement of the partners. The detailed activities performed are listed in Chapter 3.

2.1 Communication and dissemination goals and objectives

The ZEV-UP C&D strategy outlines several goals and objectives that will guide all activities carried out by the project partners, ensuring cohesion and strengthening the key messages of ZEV-UP. The goals represent an attainable outcome in the long term, while the objectives delineate specific and measurable actions in the short term to reach the goals.

The **goals** of the communication and dissemination efforts of ZEV-UP are listed below:

- Raise awareness of ZEV-UP and its objectives.
- Promote the project's activities and developments to a wide range of stakeholders.
- Disseminate the project's results to the widest audience possible, ensuring stakeholder engagement and adoption of results.
- Build synergies with existing related projects and initiatives to share knowledge and good practices.
- Generate positive media coverage for the project at national, European, and global levels.

These goals will be achieved through the following set of **objectives**:

- Create an impactful brand identity and establish clear guidelines for communication and dissemination activities.
- Develop solid communication tools, including the project website and promotional materials to ensure a strong online presence of ZEV-UP.
- Identify and participate in events and congresses to disseminate the project's findings.
- Select and pursue appropriate dissemination opportunities, such as publication in specialised journals and magazines, to share the project's developments and results.
- Identify and pursue joint initiatives, including participation in events, webinars, or collaboration in technical papers.

- Promote the project's progress and results through the ZEV-UP channels, leveraging the consortium's own channels and tools.

In the period covered by this report, ZEV-UP already achieved and worked on several of its C&D objectives and goals. In the early months, the main focus was on raising awareness of ZEV-UP to generate interest in the project and increase its visibility. One of the earliest achievements is the creation of an impactful brand identity to enable the project to be easily identified and recognised from the beginning. Clear guidelines for all C&D activities were also developed to ensure a cohesive approach among consortium members. ZEV-UP also established early on its main communication channels, i.e. its website and LinkedIn channel, and produced regular content to populate these channels and promote the project's developments, generating greater interest in the project. Project partners' own channels were also leveraged to increase the project's outreach to a greater audience.

ZEV-UP's dissemination activities also started in the early months, with an initial focus on identifying and participating in the most impactful events to present the project, and by planning scientific publications in relevant specialised journals and magazines. Collaboration with related projects and initiatives was also pursued through joint participation in dissemination activities. For example, the STAN4SWAP project was invited to take part in the project's first webinar on battery swapping. ZEV-UP organised three sessions at the ITS European Congress 2025 with six related EU-funded projects, including eBRT2030, ePowerMove, SUM, eCharge4Drivers, Battery2Life, and Flow. ZEV-UP also exchanged with its sister project GIANTS in a joint session at the 3rd Conference on Ultralight EVs, as well as related EV associations such as Extrême Défi, Leva, and AVELI.

2.2 Target audience and key messages

The ZEV-UP partners identified the stakeholder groups to target the project's communication and dissemination activities in the Grant Agreement. The selected stakeholders are groups for whom the project outcomes carry potential benefits at policy, economic, technological, and/or societal levels. The ZEV-UP partners will engage with these stakeholders throughout the duration of the project. These stakeholder groups and their related key messages were revised in the present document.

To effectively communicate and disseminate the project to the target audience, a set of key messages has been outlined to guarantee the maximum impact of communication and dissemination activities. The key messages aim to convey the project's vision in the most effective way. Both the target audiences and key messages can be found in Table 1.

In addition to the tailored messages for the target groups, the following aspects of the project are central to the communication across the ZEV-UP channels to reinforce the project's key messages:

- The frugal aspect of the ZEV-UP vehicles
- The affordability of the ZEV-UP vehicles
- The user-centric design and approach of the vehicles
- The contribution of ZEV-UP to improved air quality and reduced CO₂ emissions in urban areas
- The modularity and scalability of the ZEV-UP vehicle, which is adapted to different needs, including families and small businesses
- The unique swappable battery system of the ZEV-UP vehicle, which allows for increased efficiency

These messages will continue to be further refined or expanded as appropriate during the development and testing phases of the vehicle.

Table 1: Target audience and key messages

Target audience	Key messages
Industry (including Original Equipment Manufacturers (OEMs), Tier 1 and Tier 2 suppliers, etc.)	• ZEV-UP proposes a frugal vehicle concept implemented across three upgradable and modular variants tailored to the transport of passengers and goods. • The ZEV-UP vehicle is lighter, more energy efficient, and sustainable thanks to lighter materials, optimised design and manufacturing methods. • The ZEV-UP frugal BEV has lower operational and maintenance costs, as well as low spare part costs. ZEV-UP uses common parts between the two platform variants, making the vehicle more affordable. • ZEV-UP will use a digital twin to reduce the vehicle's validation costs.
Operators (including passenger transport operators and other service providers)	• ZEV-UP will introduce novel business and usage models such as Battery as a Service (BaaS) for personal and commercial needs, promoting market uptake of the ZEV-UP vehicle. • Through the project demonstrations, ZEV-UP will demonstrate user acceptance of its vehicles to guide future exploitation in Europe and emerging economies, specifically Africa and Asia.
Potential end users (personal and business)	• ZEV-UP proposes an affordable, safe, and zero-emission electric vehicle • The ZEV-UP vehicles are suitable for and accessible to all users, without discrimination based on gender or other factors. • The ZEV-UP vehicle is highly energy efficient and is easy to charge using 220V household plugs and Type-2 AC chargers. ZEV-UP's swappable battery system allows for quick and convenient battery swaps, extending the driving range. • The ZEV-UP vehicle is adapted to be used in urban areas. Its compact size allows for easy parking. • The longer wheelbase variant caters to the needs of families and is also adapted for commercial use thanks to a dedicated cargo area for goods.
Research and academic community	• ZEV-UP develops a modular, frugal, zero-emission electric vehicle with a swappable battery system. The project proposes three variants adapted to diverse users' needs and the transport of passengers and goods.

Target audience	Key messages
	• ZEV-UP will improve current EV technology, focusing on vehicle design and charging solutions. The ZEV-UP vehicles will be demonstrated in real-world conditions through a wide range of use cases to assess user acceptance and uptake strategies for frugal BEVs. • ZEV-UP will produce high-quality scientific publications of its results. These papers will be publicly available, fostering open science principles.
Public authorities and policymakers	• ZEV-UP develops an innovative, frugal, zero-emission electric vehicle with a swappable battery system, contributing to better air quality and reduced CO₂ emissions, especially in urban areas, supporting the European Fit-for-55 objectives • ZEV-UP contributes to user acceptance and the democratisation of electromobility through lower costs for the end user, which reduces the barriers to owning an electric vehicle. ZEV-UP proposes a new sustainable and affordable vehicle option for end users. • ZEV-UP helps consolidate Europe's competitiveness in the automotive industry. • ZEV-UP will produce concrete policy recommendations to support the deployment of fully electric vehicles.
Standardisation bodies	• ZEV-UP develops a user-centric vehicle for both established and emerging markets. • ZEV-UP's modular and scalable approach enables lower operational and maintenance costs.
Investors	• ZEV-UP develops a scalable and cost-efficient vehicle concept for both developed and emerging markets. • The ZEV-UP frugal BEV concept has lower operational and maintenance costs, as well as low spare part costs. • The ZEV-UP vehicles are user-centric, with demonstrations ensuring user acceptance and showcasing strong market potential for affordable electric vehicles for passengers and goods.

2.3 Timeline

The C&D strategy runs for the whole duration of the project (42 months) to ensure that the communication and dissemination objectives and target audiences are reached. It follows four phases that align with the project's technical progress. Table 2 provides a detailed overview of the different phases of the

communication and dissemination strategy of ZEV-UP, as well as the audience that will be targeted and the channels that will be used to reach them.

During the first year of the project, efforts focused on establishing ZEV-UP as a brand. This was achieved through the creation of the project's visual identity and the development of the C&D strategy and plan. Online promotion of the project through the project's channels and leveraging the partners' networks helped raise awareness of ZEV-UP, increase its visibility, and generate interest. Participation in key conferences and events further helped raise awareness of the project.

ZEV-UP is currently in its second phase, "spreading the word". In this phase, efforts focus on ensuring a regular flow of news on the project and its developments to reach a wide audience of interested stakeholders. Particular emphasis is placed on ensuring ZEV-UP is represented in key external events and on creating synergies with similar projects and initiatives. The project also hosted its first webinar to explore in greater detail a particular technical aspect of the vehicle, i.e. battery swapping. In addition, partners are working on scientific publications to disseminate the project's results.

In the next phase, "consolidating and transferring knowledge", starting from M25, the interim results of ZEV-UP will be even more widely disseminated. Focus will be placed on promoting the vehicle demonstrations and technical developments, highlighting the exploitation potential of the ZEV-UP vehicles and their positive impact for the future of mobility. The demonstration events organised by ZEV-UP will ensure increased stakeholder engagement in the project solutions, while gathering valuable expert feedback.

Finally, the last phase, "creating the ZEV-UP legacy", will consolidate and ensure the long-lasting impact of ZEV-UP. The project's final event will be largely promoted, with wide dissemination of the final results to pave the way for their future exploitation and maximise the project's impact. The ZEV-UP achievements and findings will be strategically promoted and disseminated through a wide range of channels, including a final brochure summarising the project results.

Table 2: Timeline of the C&D strategy, including target audience and channels

Phase	Timeline	Target Audience	Channels
Establishing ZEV-UP as a brand: creating visibility of ZEV-UP and its objectives, expected results and impact	M01-M12	Industry, operators, research and academia, potential end users	Website, social media, leaflet, participation in conferences and events
Spreading the word: continuing to communicate and disseminate ZEV-UP, liaison with related initiatives	M13-M24	Potential end users, private fleet operators, industry, research and academia	Website, social media, leaflet, participation in conferences and events, newsletter, project events, technical presentations at events, project video, public deliverables
Consolidating and transferring knowledge: promoting interim results, progress of the	M25-M36	Potential end users, private fleet operators, industry, research and academia, public authorities in the EU and emerging countries	Website, social media, leaflet, participation in conferences and events, newsletter, project events, technical presentations at events,

Phase	Timeline	Target Audience	Channels
demonstrations, and exploitation potential			project video, public deliverables, physical showcase at two major events
Creating the ZEV-UP legacy: maximising the project's impact and disseminating the final results	M37-M42	Potential end users, private fleet operators, industry, research and academia, public authorities in the EU and emerging countries	Website, social media, final brochure, participation in conferences and events, newsletter, project events, technical presentations at events, project video, public deliverables, final event

2.4 Potential barriers and mitigation measures

The major risk identified in the achievement of ZEV-UP's communication and dissemination objectives is the limited impact of the dissemination (and exploitation) activities. To mitigate this obstacle, participation in events will be given particular attention, as well as media coverage. Events and conferences with the greatest outreach potential to relevant audiences will be targeted, and a calendar of potential events will be maintained to ensure that there are no missed opportunities to disseminate the project results. Regular reminders will be sent to the consortium, including during meetings, to ensure that the right communication and dissemination opportunities have been identified and pursued. The project events and demonstrations will be planned with the active participation of targeted stakeholders to ensure feedback and engagement. In addition, events targeting emerging and transitioning economies will be given special attention to ensure practical application and acceptance of the ZEV-UP solutions. Potential media outlet will be identified and contacted to generate positive coverage of the project solutions, particularly during the demonstration phase.

As the ZEV-UP consortium encompasses partners from all over Europe and two partners in Asia and Africa, their channels and networks will be used to further maximise outreach. In particular, the platforms of ERTICO and AVERE, which have a large network of industries and public authorities, will be instrumental. Additionally, ZEV-UP will forge robust synergies with similar EU-funded projects and related initiatives focused on electric vehicles to widely promote the project's objectives and results. This concerted effort will ensure amplified outreach, fostering greater awareness and engagement on a global scale. Proactive engagement with relevant stakeholders and strategic dissemination activities will be implemented to guarantee sustained visibility and impact throughout the project's duration, ensuring the success of the ZEV-UP communication and dissemination plan.

3 REPORT ON THE COMMUNICATION AND DISSEMINATION ACTIVITIES AND UPDATED PLAN

This chapter reports the communication and dissemination activities carried out from M01 to M20 of ZEV-UP, focusing on the main results and achievements. It also presents the tools and channels used for these activities and details their performance against the Key Performance Indicators (KPIs) set by the project. This chapter also outlines the next steps and upcoming communication and dissemination activities, building on current progress.

3.1 Communication activities

ZEV-UP developed various communication tools and channels in its first stages to ensure visibility and recognition and help raise awareness of the project's objectives. These include a logo, a visual identity, templates, a dedicated website, a LinkedIn page, regular news articles, a press release, a bi-annual newsletter, and communication materials including a concept image, a roll-up banner, and an animated video introducing the project. Additional printed materials, such as a leaflet and a poster, will be developed to support the vehicle demonstrations and other dissemination activities.

3.1.1 Visual identity

ZEV-UP developed and adopted a branding identity and related visual identifiers at the beginning of the project to establish at an early stage a strong visibility and identification of the project's brand.

The ZEV-UP visual identity is the first communication achievement and includes the project logo (Figure 1), available in different formats and variations adapted to various situations, guidelines on the correct use of the logo, the project's official colour palette and its usage, font policy, and EU funding acknowledgement. To complement the visual identity guidelines, different templates were developed to ensure a harmonised approach and coherent project documents. The templates include a Word template for deliverables, a Word template for the agenda and minutes of meetings, and a PowerPoint template for presentations.



Figure 1: ZEV-UP main logo

3.1.2 Communication channels

3.1.2.1 Project website

The ZEV-UP website is the main communication channel of the project. Since its launch in M4 (April 2024), it has been the main repository for the most important information and materials about the project. The website has been developed by and is managed by ERTICO. Project partners have been actively involved in the creation of regular content for the website.

The ZEV-UP website is accessible at: www.zev-up.eu and is structured as follows:

- Home page: short text about ZEV-UP, facts and figures, latest news
- About: overview of the project, objectives, consortium
- ZEV-UP Car: concept, innovations, impact and benefits
- Pilot Sites: description with a map, use cases
- Library: repository of deliverables, promotional materials, publications and presentations, media (videos)
- News and events, including the project newsletter
- Contact us: contact details and form.

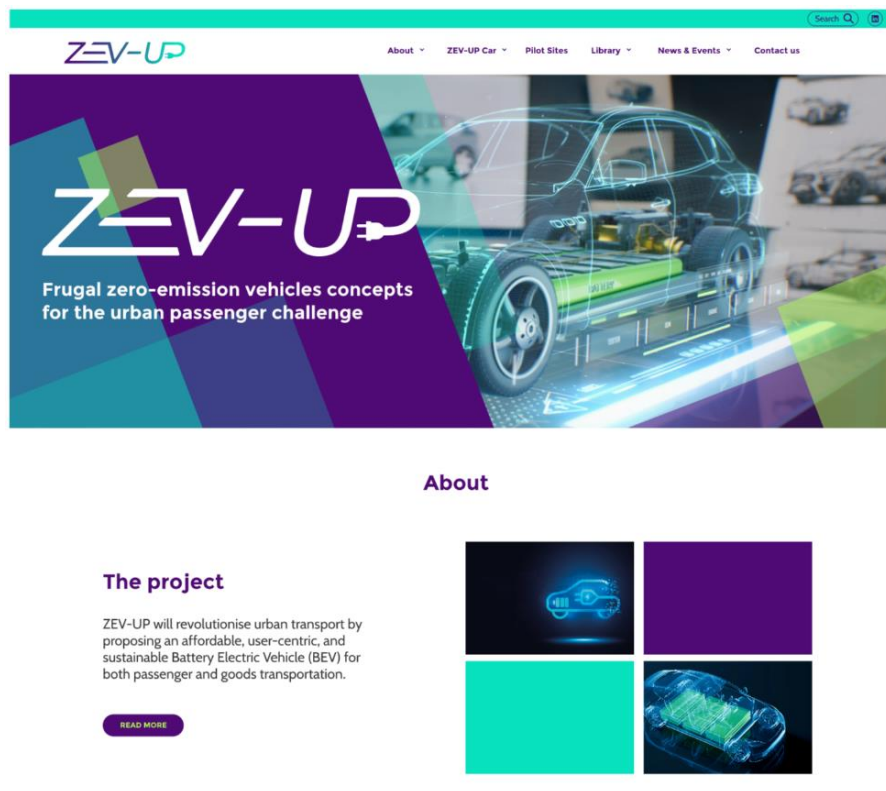


Figure 2: Top part of the home page of the ZEV-UP website

The website's performance is monitored using Google Analytics 4. Since the launch of the website in M4 (April 2024) and until M20 (August 2025), the website recorded a total of 2,400 visitors, representing an average of 141 visitors per month (Figure 3). While this is below the target that was set of 200 visitors per month in Year 1, the actual number of visitors may be higher than recorded through Google Analytics, as the latter does not record visitors who decline analytical cookies, for instance. The number of visitors is expected to increase as the project's technical results become available and when the demonstration events will take place. Efforts to boost the website traffic will be reinforced by ensuring regular new content, by leveraging the LinkedIn page's high engagement rate, and by promoting content through the partners' channels and networks.



Figure 3: Number of visitors of the ZEV-UP website (M4-M20)

3.1.2.2 Social media

3.1.2.2.1 LinkedIn

The ZEV-UP LinkedIn page was created in the first month of the project to ensure a strong online presence from the launch of the project. Managed by ERTICO, the [ZEV-UP LinkedIn page](#) is the main social media channel of the project. It is used to share regular news on the project, including participation in events, technical developments, and other interesting content. All project partners have been asked to follow the page and engage with its content to increase the page outreach.

These efforts have been highly successful, as the page counted 802 followers at the end of M20. This largely exceeds the targets that were set in the grant agreement of 100 followers by the project's end, thanks to the active involvement of partners who promoted the page at external events and engaged with the posts, helping to increase outreach. Over the same period, the LinkedIn page had a total of 68,963 impressions and 1,905 reactions, showcasing the LinkedIn page's effectiveness in generating strong interest and engagement in ZEV-UP's activities and results.

Project meetings, the first ZEV-UP webinar, participation in events such as the ITS European Congress 2025, and technical updates are among the posts that performed the best engagement-wise. Some examples of such posts follow (Figure 4).

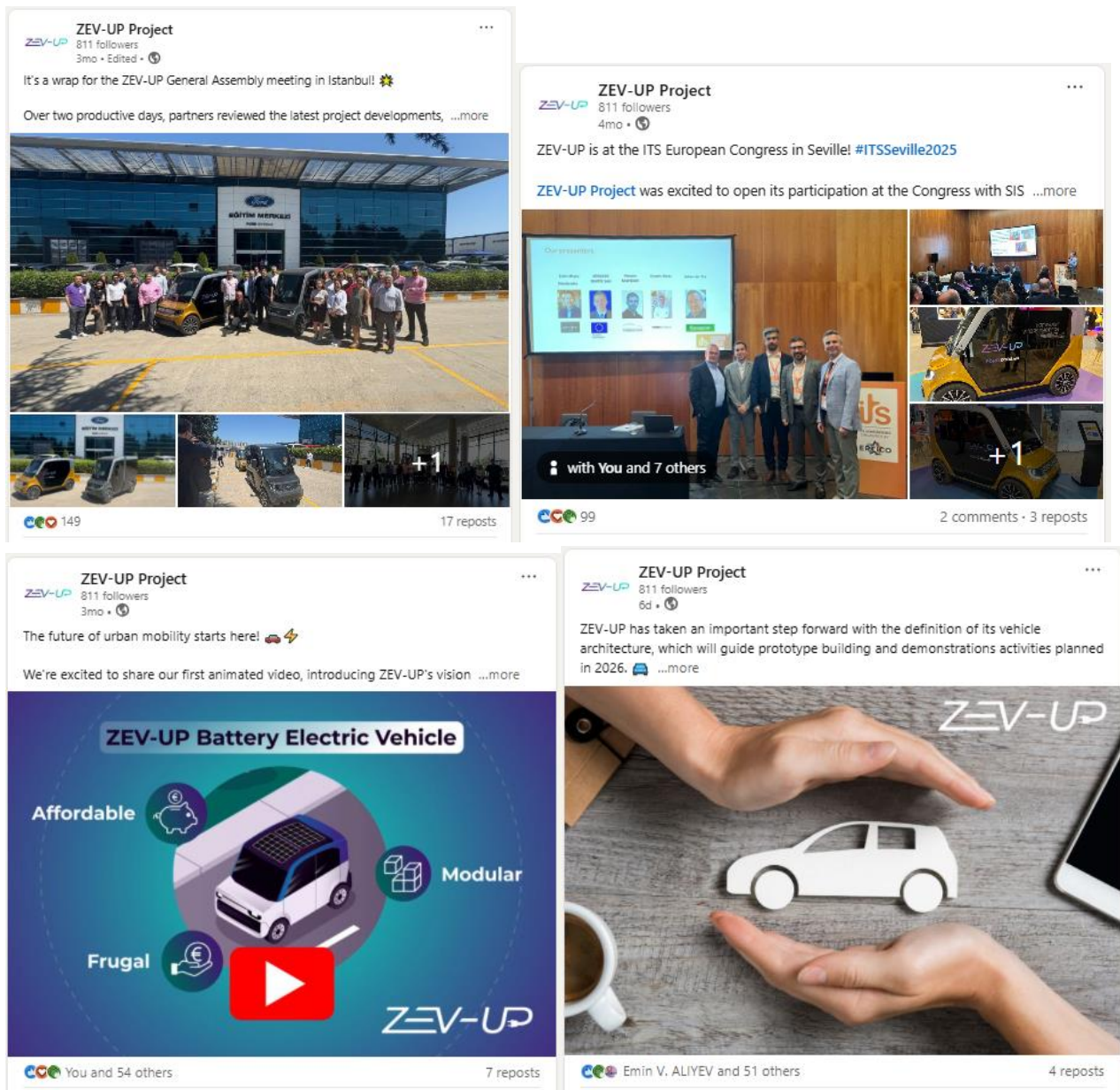


Figure 4: Examples of LinkedIn posts that received high engagement

Consortium members have also actively promoted the project on LinkedIn, either through their company pages or through personal accounts. This helped raise awareness of the project to a wider audience. Examples of partners' posts about ZEV-UP can be found in Figure 5.

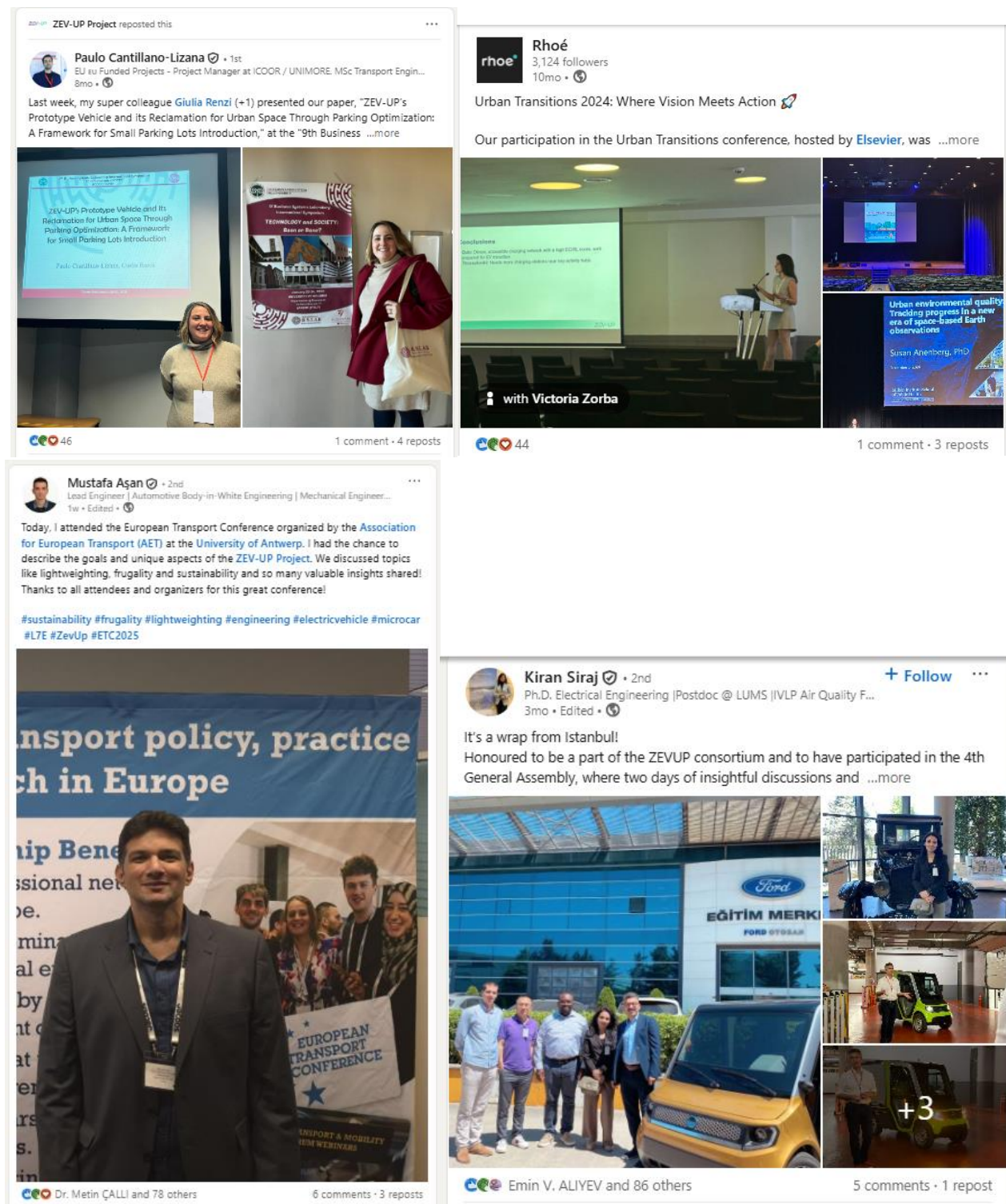


Figure 5: Examples of LinkedIn posts from the project partners

3.1.2.2.2 YouTube

The videos produced by ZEV-UP are hosted on the ERTICO YouTube channel to leverage the audience already following the channel and generate higher impact. A distinct playlist (Figure 6) contains the two videos produced by the project so far: a recording of the first project webinar and an animated video

presenting the project. All future ZEV-UP videos will be added to the playlist. Further details on videos can be found under [3.1.4.3 Videos](#).

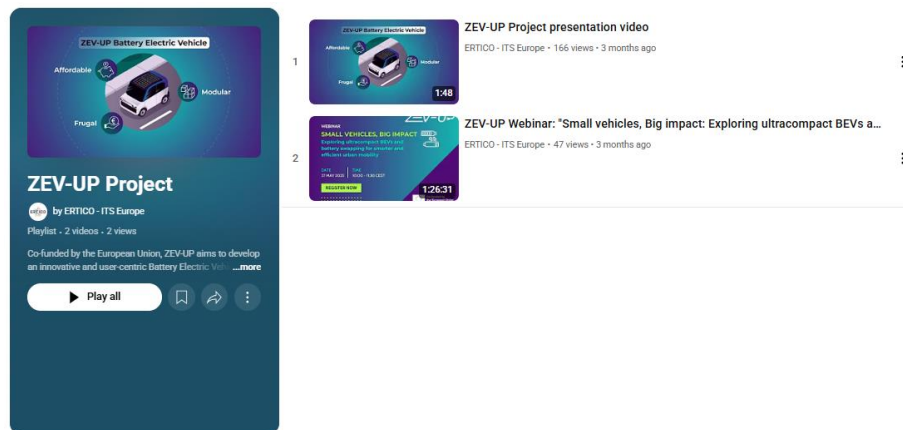


Figure 6: ZEV-UP playlist created on the ERTICO YouTube channel

3.1.3 News and press releases

News articles on the project website have been an important part of the communication efforts to raise awareness of the project and inform interested stakeholders of the project's development. Various articles have been published on the website (Figure 7), written in collaboration with the project partners, and covering topics such as key technical developments, participation in events, project meetings, and the promotion of the first project webinar, among others. In the future, the publication of regular news updates will continue to be a priority, particularly to widely promote the upcoming vehicle demonstrations and other project milestones. In addition, interviews with key partners will also be conducted to dive deeper into specific technical aspects of the project and showcase the experts behind ZEV-UP.

In total, 20 news items have been published on the project website until M20 (11 in Year 1 and 9 in Year 2). This reaches the KPI which was of at least 10 articles published during Year 1 and 12 articles during Year 2.

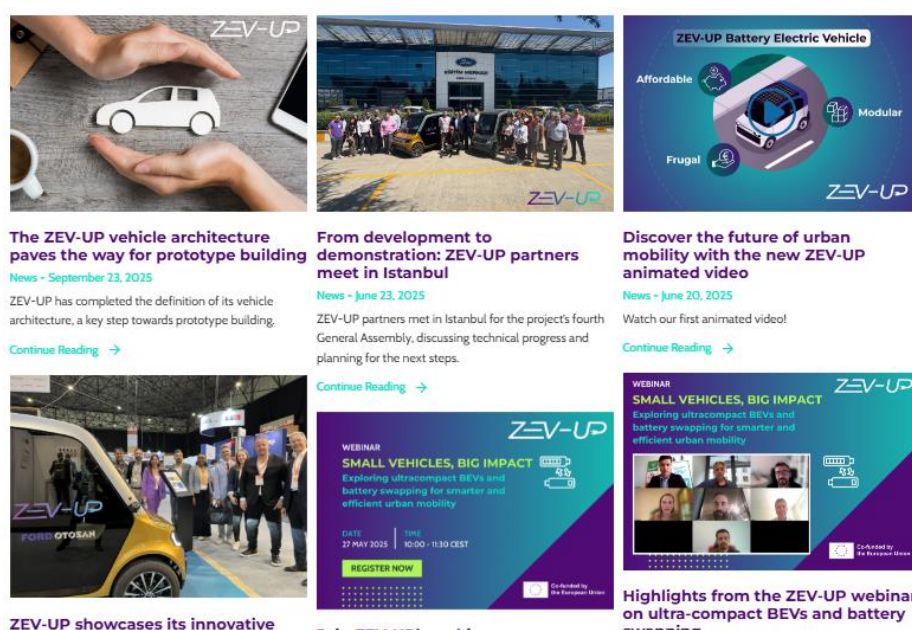


Figure 7: Screenshot of the news page on the ZEV-UP website

Complementing news articles on the website, a press release was sent out after the project's kick-off meeting to raise awareness of journalists of the launch of the project. Additional press releases may be sent out to announce other major project milestones, such as the vehicle demonstrations, the mid-term event, and the final event.

In addition, more in-depth written articles are expected to be published in external media and/or magazines at the EU and local levels to reach a wider audience, including the general public, potential end users, and other stakeholders. At least four articles will be published in external media outlets by the end of the project.

3.1.3.1 Newsletter

ZEV-UP sent out its first newsletter in M12 (December 2024) to 15 subscribers, with an open rate of 53,3% and a click rate of 20%. The second newsletter (Figure 8), sent out in M18 (June 2025) was received by 39 subscribers, with an open rate of 41% and a click rate of 15,4%. The bi-annual newsletter, started in M12, provides the latest project news and developments, highlighting upcoming key events and other project-related updated. The growing number of recipients shows that more people are interested in ZEV-UP news as the project progresses. To further increase that number, the next newsletters will also be promoted on social media with clear call-to-actions to subscribe, using both the project's growing LinkedIn community and the partners' channels to increase outreach.

Two newsletters will be sent out every year of the project. All published newsletters can be found on the project website under 'News & Events' (bottom of the page).



Figure 8: Second ZEV-UP newsletter

3.1.4 Communication materials

3.1.4.1 Infographic/concept image

An infographic image (or concept image) was created in M8 (August 2024). The image (Figure 9) was developed to provide a clear and visual overview of the project, highlighting the main features and innovations of the ZEV-UP vehicles. The image has been widely used in presentations at various events as it is particularly useful to present the project. The image will be updated as needed as the ZEV-UP prototypes become available to support their promotion.

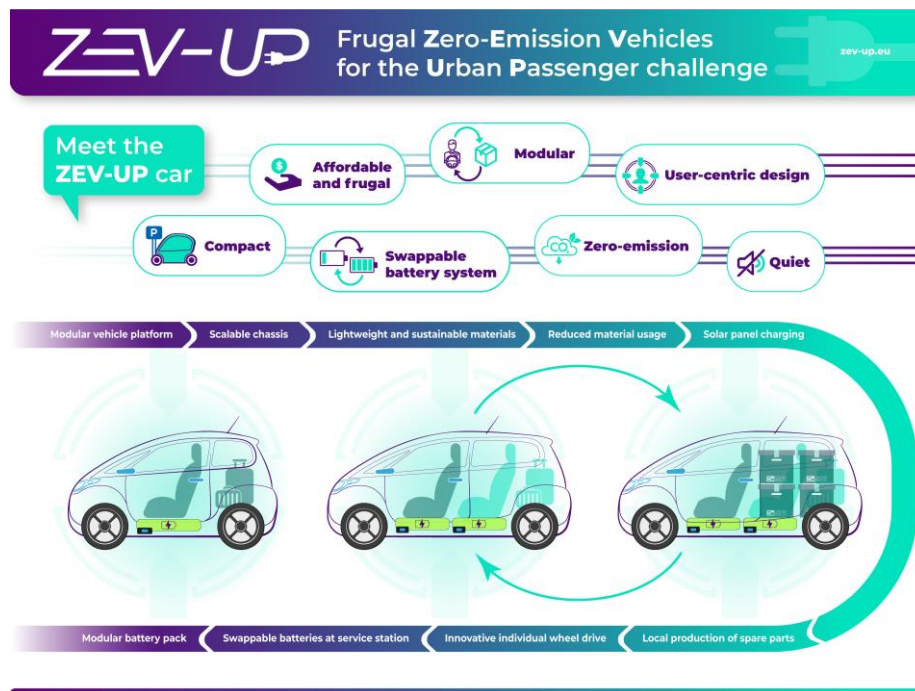


Figure 9: ZEV-UP infographic

3.1.4.2 Roll-up banner

A roll-up banner (Figure 10) was produced in M5 (May 2024) of the project. This is a useful promotional material which has been used by project partners in various external events to promote ZEV-UP and bring visibility to the project.



Figure 10: ZEV-UP roll-up banner

3.1.4.3 Videos

An **animated video** was developed and finalised in M18 (June 2025). It presents the project in a visually engaging way, aiming to raise awareness of ZEV-UP and generate interest in the future prototypes. The video provides a clear overview of the challenges that ZEV-UP aims to address and explains the main aspects project as well as the key features and benefits of the three vehicle variants. The project partners are also introduced in the video. The video is available on the project website, on the ERTICO YouTube channel, and has been promoted on social media to increase its outreach. An early version of the video was showcased at the ITS European Congress 2025. The video will continue to be shown at various events for promotional purposes.

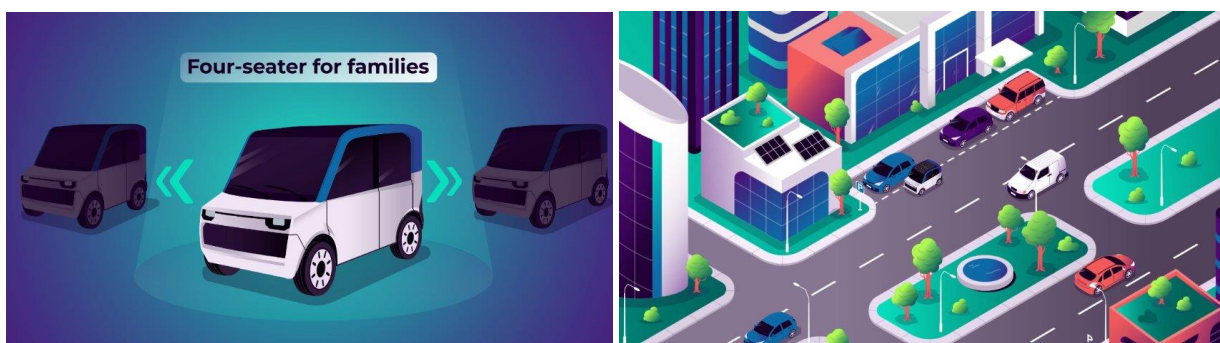


Figure 11: Screenshots of the ZEV-UP animated video

ZEV-UP will produce additional videos based on live footage, for example to promote the vehicle demonstration events, or short interviews with the project partners. All videos produced by the project will be posted on the ERTICO YouTube channel.

3.2 Dissemination activities

ZEV-UP partners participated in various dissemination activities to share the project's progress and initial results to a wide range of stakeholders and promote the open access of the project outcomes. These include presentations in key international conferences, stand representations in exhibition areas, scientific publications, and the organisation of the first ZEV-UP webinar.

Partners are requested to follow specific guidelines to carry out any dissemination activity. Clear instructions are available to the consortium members in an internal document available on the project SharePoint. These instructions include guidelines on how to acknowledge EU funding, how to request approval before carrying out an activity and where to report it after its completion. All dissemination activities are recorded in an internal dissemination register available on SharePoint. In addition, a list of potential events is kept updated and is regularly reviewed with the project partners to ensure participation in the most relevant events.

3.2.1 Dissemination events

ZEV-UP partners participated in a number of relevant international external events to raise awareness of the project, share its initial findings, and collect feedback from experts. Special attention is placed on ensuring participating in key sector events, such as Power2Drive, ITS Congresses, and EVS conference.

In the period covered by this deliverable, ZEV-UP participated in a total of 14 external events, which included 9 project presentations. This exceeds the targets set for the number of presentations in conferences, which was of 2 presentations in Year 1 and 3 in Year 2, with, at the time of writing this report, at least 2 more presentations planned until the end of Year 2 (European Transport Conference 2025 and IEEE PES ISGT (Innovative Smart Grid Technologies) Europe 2025, as 3 events already planned for Year 3 (RTR Conference, Transport Research Arena (TRA) Conference, and the ITS European Congress).

Table 3 below provides an overview of the events in which ZEV-UP participated in its first 20 months.

Table 3: List of events with ZEV-UP participation (M1-M20)

Event name	Dates	Location	Activity	Partner
Power2Drive 2024	19-21 June 2024	Munich, Germany	Representation at the AVERE stand	AVERE
Urban Transitions 2024	5-7 Nov 2024	Sitges, Spain	Poster Presentation: "Urban EV Adoption Charging Infrastructure Readiness Level (ECIRL) Index: A Strategic Tool for Policymakers to Assess Public	RHOE, ICOOR, UNIMORE

Event name	Dates	Location	Activity	Partner
			Charging Infrastructure”	
ITS World Congress 2024	16-20 Sept 2024	Dubai, United Arab Emirates	Representation at the ERTICO stand and presentation at the stand	ERTICO
New Mobility Congress 2024	24-26 Sept 2024	Lodz, Poland	Representation at the AVERE stand	AVERE
Enlit Europe	22-23 Oct 2024	Milan, Italy	Representation at the AVERE stand	AVERE
AEC	13-14 Nov 2024	Monaco	Representation at the AVERE stand	AVERE, AKKA
London EV Show 2024	26-28 Nov 2024	London, United Kingdom	Presentation during Panel 2 “Battery Swapping vs. Fast Charging: Which Approach Fits Different Use Cases?”	ERTICO
3rd UltraLight EV Conference	10-12 Dec 2024	Laval, France	Presentation in a session on European EV initiatives	VEDE
9th Business Systems Laboratory International Symposium TECHNOLOGY AND SOCIETY: Boon or Bane?	23-24 Jan 2025	Varese, Italy	Paper presentation: “ZEV-UP’s Prototype Vehicle and its Reclamation for Urban Space Through Parking Optimization: A Framework for Small Parking Lots Introduction”	ICOOR, UNIMORE
VEDECOM event on the Human Factors and the Economics of Sustainable Mobility	06 Feb 2025	Versailles, France	Presentation and inclusion in VEDECOM brochure	VEDE
11th International Conference on Vehicle Technology and Intelligent	2-4 April 2025	Porto, Portugal	Paper presentation: Readiness for Small-Sized Parking Policies:	ICOOR, UNIMORE

Event name	Dates	Location	Activity	Partner
Transport Systems (VEHITS)			A Path to Sustainable Urban Mobility	
Power2Drive 2025	7-9 May 2025	Munich, Germany	Representation at AVERE stand	AVERE
ITS European Congress 2025	19-21 May 2025	Seville, Spain	Representation at ERTICO stand with BEE prototype Session presentation: "Impact of Fleet Electrification on future urban mobility services and sustainability" Session presentation: "Ultra-Compact BEVs: A Game-Changing Solution for Europe's Mobility Challenges?" Session presentation: "Empowering mass deployment of EVs: current barriers and opportunities" Paper presentation: "Heuristic Framework for Assessing the Impact of Introducing Small Parking Lots"	ERTICO, RHOE, ICOOR, FORD, BEE, UNIMORE
EVS 38	15-18 June 2025	Gothenburg, Sweden	Representation at AVERE stand and pitch at booth	AVERE, ERTICO

3.2.1.1 London EV Show – London, United Kingdom

ZEV-UP was represented at the London EV Show in November 2024. The project was represented by its Coordinator ERTICO in a panel discussion exploring the benefits and challenges of battery swapping vs. fast charging, discussing the differences of these two approaches for various vehicles and environments. The ZEV-UP intervention focused on the advantages of battery swapping for various use cases and business models, and how the ZEV-UP vehicles will incorporate battery swapping.



Figure 12: ZEV-UP participation in a panel discussion at the London EV Show in 2024

3.2.1.2 3rd UltraLight EV Conference – Laval, France

Organised by Extrême Défi, the 3rd UltraLight EV Conference took place in December 2024 in Laval, France. ZEV-UP was represented by VEDECOM in a session highlighting European initiatives transforming the EV landscape. The panel discussion featured experts from the European Commission, Leva, AVELI, RFF Labs, and sister project GIANTS. ZEV-UP's presentation emphasised the project's focus on user needs to foster acceptance of the ZEV-UP vehicles.



Figure 13: ZEV-UP presentation at the 3rd UltraLight EV Conference

3.2.1.3 11th International Conference on Vehicle Technology and Intelligent Transport Systems (VEHITS) – Porto, Portugal

In April 2025, ICOOR represented ZEV-UP at the 2025 International Conference on Vehicle Technology and Intelligent Transport Systems (VEHITS) held in Porto, Portugal. The paper presented, "Readiness for Small-Sized Parking Policies: A Path to Sustainable Urban Mobility", examines the implementation of parking policies that prioritise compact vehicles, such as the future ZEV-UP vehicles, and how such policies can promote more sustainable mobility patterns.

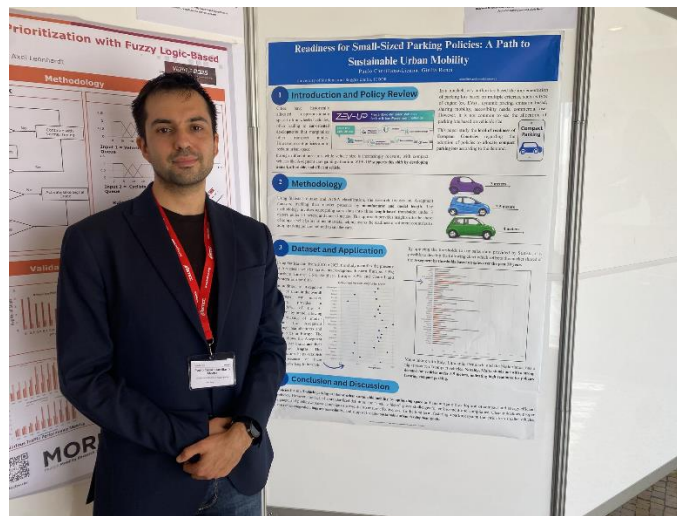


Figure 14: ZEV-UP paper presentation at VEHTS 2025

3.2.1.4 ITS European Congress 2025 – Seville, Spain

ZEV-UP played an active role in the ITS European Congress 2025, organised by ERTICO in Seville, Spain, in May 2025. The project was represented in three Special Interest Sessions (SIS). The first session, SIS 6 “Ultra-compact BEVs: a game-changing solution?” featured ERTICO, VEDECOM, and Ford Otosan who highlighted the benefits of ultracompact vehicles like the ZEV-UP vehicle to address congestion, emission, and parking space issues that many cities face. In SIS 28 “Impact of fleet electrification on urban mobility and sustainability”, ZEV-UP was represented by ERTICO, Beemobs, and the University of Leeds, who presented the market potential and other benefits of compact EVs. The session also featured the eBRT2030 and SUM projects. The last session, SIS 37 “Empowering mass deployment of EVs: current barriers and opportunities” also featured several project partners (ICOOR, ERTICO, AVERE, Rhoé) who highlighted the advantages of compact EVs for users, and related EU-funded projects including ePowerMove, Flow, Battery2Life, and eCharge4Drivers. In addition, ICOOR presented the paper “Heuristic Framework for Assessing the Impact of Introducing Small Parking Lots”.

ZEV-UP also had a strong presence and visibility at the ERTICO stand, where the project showcased a Beemobs demonstrator vehicle, which drew significant attention from participants, who could step inside the vehicle, exchange with project experts, and learn more about the future ZEV-UP vehicle through an information display.

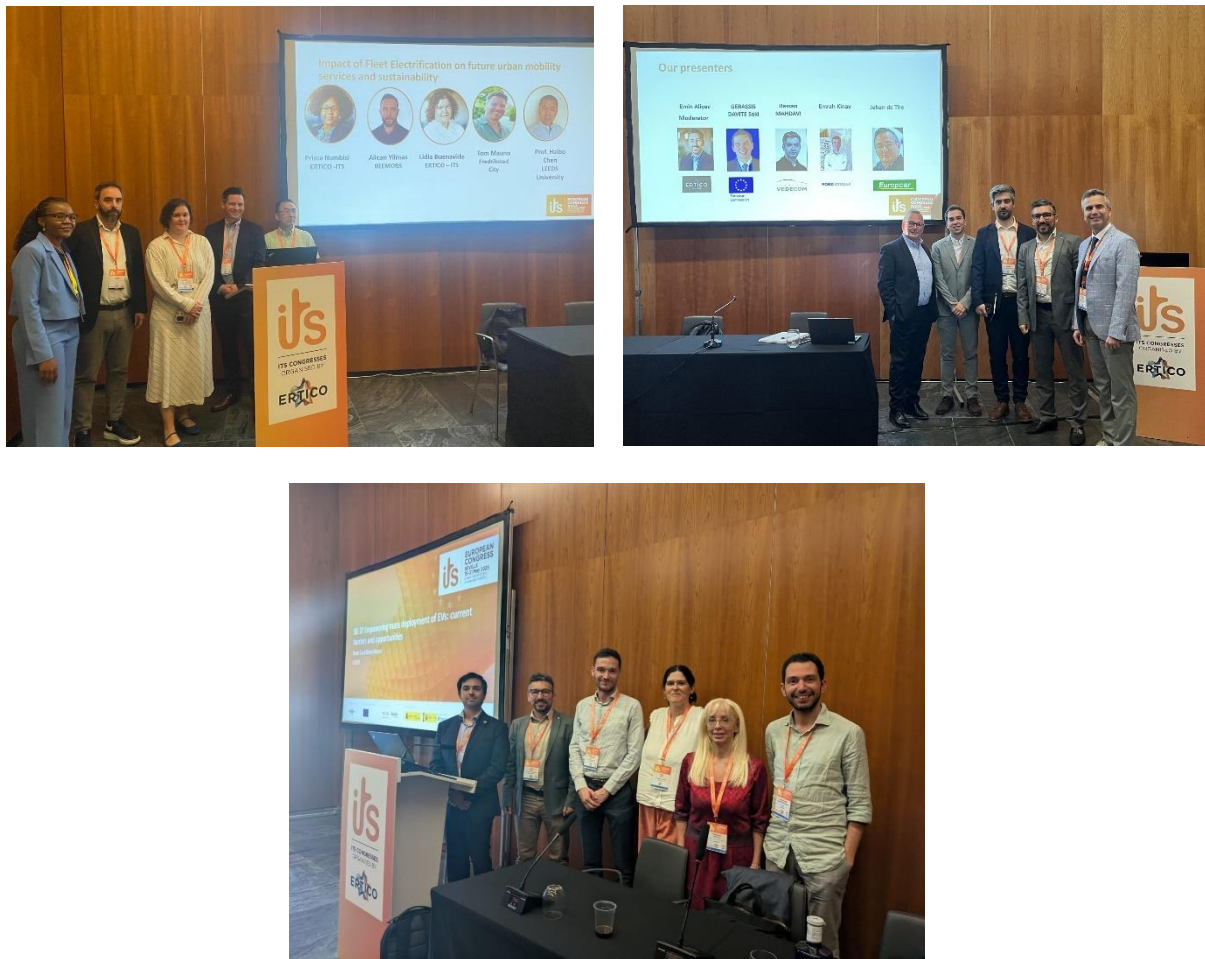


Figure 15: ZEV-UP participation in SISs at the ITS European Congress 2025

3.2.2 Exhibition stands

ZEV-UP was showcased at various stands and booths of key events. These stand representations brought visibility to the project and enabled valuable networking opportunities with participants, who could directly interact with project partners and learn more about the ZEV-UP objectives.

In the period covered by this report, ZEV-UP was represented at a stand during the following events:

- Power2Drive 2024
- ITS World Congress 2024
- New Mobility Congress 2024
- Enlit Europe
- AEC
- Power2Drive 2025
- ITS European Congress 2025 (Figure 17)
- EVS 38 (Figure 16)



Figure 16: ZEV-UP represented at the AVERE stand at EVS 38



Figure 17: ZEV-UP at the ERTICO stand at the ITS European Congress 2025

3.2.3 Scientific publications

In line with ZEV-UP's commitment to disseminate its technical results and knowledge, the project prioritises sharing research findings with the wider scientific community. Dissemination leader ICOOR is working in close collaboration with all partners to identify and pursue relevant opportunities to publish the project outcomes, derived from various project tasks. An internal Excel file was created at the beginning of the project to identify the most appropriate journals and topics for the scientific publication. The aim is to effectively disseminate research findings, ensuring they reach the intended audience, and enhance the visibility and impact of ZEV-UP's contributions to the field of electric vehicle technology and sustainable urban mobility.

In total, project partners have been working on 9 papers, with 3 already published. This will allow to reach the KPI of at least 4 publications by the end of Year 2.

An overview of the status of the project's scientific publications can be found in Table 4.

Table 4: List of publications

Title of Publication	Author	Title of Journal	Progress	OA
Readiness for Small-Sized Parking Policies: A Path to Sustainable Urban Mobility	ICOOR/UNIM ORE	Proceedings of the 11th International Conference on Vehicle Technology and Intelligent Transport Systems	Published https://www.scitepress.org/Papers/2025/132493/132493.pdf	Hybrid
Environmental emission analysis of frugal electric vehicles from a life cycle perspective: A case study	LEEDS	Energy	Published https://doi.org/10.1016/j.energy.2025.137823	Yes
Multi-objective charging scheduling for electric vehicles at charging stations with renewable energy generation	LEEDS	Green Energy and Intelligent Transportation	Published https://doi.org/10.1016/j.geits.2025.100283	Yes
Electrifying Urban Mobility: Unveiling Expert Insights on Electric Quadricycles through Topic Modelling and Sentiment Analysis	LEEDS/SEU/CERTH	Journal of Engineering Design	Submitted in March 2025 Review invitations sent: 2+ Reviews completed: 1	Yes
Life Cycle Assessment of Frugal Electric Vehicles: Unveiling Real-World Usage Patterns	LEEDS/BIT	Transportation Research Part D:	1st round reviews completed 2nd round reviews received: 2	Yes
Reclaiming Urban Space Through Parking Design: A Framework for Small Parking Lots Introduction	ICOOR/UNIM ORE	Int. J. of Markets and Business Systems	Accepted, on process for publishing	No
Benefits of electric vehicles adoption in reducing ultrafine particles: A case study in Leeds, UK	LEEDS	Journal of Hazardous Material	Submitted in April 2025 Reviews completed: 1 Reviews to receive: 3	Yes

Title of Publication	Author	Title of Journal	Progress	OA
Market Positioning for a New Compact Battery Electric Vehicle: Addressing Market Gaps in L6e And L7e Segments	FORD/ICOOR/UNIMORE/VEDECOM	To be defined	In writing (50% completed)	Yes

3.2.4 Webinars

To promote the project and foster stakeholder engagement, ZEV-UP hosted its first webinar in M17 (May 2025), “Small vehicles, Big impact: Exploring ultracompact BEVs and battery swapping for smarter and efficient urban mobility”. The webinar was organised by AVERE in close collaboration with ERTICO. AVERE moderated the discussions, which included presentations on ZEV-UP innovations and design as well as safety and market readiness of battery swapping from industry partners ERTICO, Ford Otosan, Beemobs, and Aspilsan. The Stan4SWAP project was also invited to present its work on a standardisation roadmap for swappable Battery Systems for L-category vehicles. The webinar gathered 50 participants, showcasing strong interest in the ZEV-UP vehicles and their innovative features.

The webinar was widely promoted on LinkedIn and on the project website, with an [announcement post](#) and a [summary article](#) of the key discussion points and outcomes of the webinar. All presentations and a recording of the webinar are also available on the project website.



Figure 18: Promotional banner of the first ZEV-UP webinar

A second webinar will be organised at a later stage by AVERE. The consortium members will determine the subject of the webinar from the following potential topics:

- Swappable batteries to reshape urban mobility.
- Vehicle connectivity, data sharing and privacy issues.
- Skills for the future.
- Benefits of emerging business models for sharing electric vehicles.
- Future-proof supply chain.
- Battling the myths regarding electric vehicles with a swappable battery system.

- Benefits, opportunities and challenges for frugal EVs in developing, emerging, and transition countries.

3.2.5 Mid-term policy event and final event

A mid-term policy and technical event will be organised in Brussels/Belgium in M30, during which the technical achievements of ZEV-UP will be translated into policy messages and recommendations for policymakers. Members of the European Parliament, policymakers from the European Commission, in particular DG GROW, DG CLIMA, DG MOVE and DG CONNECT, as well as governments, municipalities, scientists, representatives of the e-mobility industry, and the civil society organisations such as trade, business and consumer associations will be invited as panellists and participants at the mid-term policy and technical event.

The outcome of the discussions from both the webinars and the policy and technical event will be analysed and integrated into the ZEV-UP's policy recommendations for the deployment of fully electric vehicles in D6.5 and in a special newsletter. Additional dissemination of these policy recommendations will be considered in the form of policy briefs.

The project's final event will be organised in M42. It will serve as a pivotal moment to share key findings, insights, and accomplishments with partners, stakeholders, policymakers, industry representatives, and the wider public. Through engaging presentations and discussions, the event will allow for collaborative dialogue, knowledge exchange, and networking, further amplifying the impact and visibility of ZEV-UP's contributions to the field of EV technology and sustainable urban mobility. Particular attention will be given to ensuring gender balance in the event speakers.

3.2.6 Demonstration events

To support user acceptance of the ZEV-UP vehicles, two demonstration events will be organised in 2026 to showcase the prototypes to a broad audience of industry stakeholders. These demonstrations will take place in the framework of two flagship mobility events: the Transport Research Arena (TRA) in Budapest, Hungary, and at the ITS European Congress in Istanbul, Turkey. These represent milestones for the project, providing significant visibility and opportunities to engage directly with stakeholders.

Communication activities around these demonstrations will be intensified to maximise their impact. The events will be widely promoted through dedicated news articles on the project website, a series of LinkedIn posts, and a press release targeting external media. A leaflet will be developed to provide attendees with further information on the vehicles, and a video with highlights of the events will also be produced and promoted on the project's channels.

In addition to the demonstrations, ZEV-UP partners are working on sessions and papers for submissions to both events and plans for a booth or stand to further strengthen the project's presence and facilitate valuable networking opportunities are ongoing.

4 COMMUNICATION AND DISSEMINATION KEY PERFORMANCE INDICATORS

To ensure that the ZEV-UP communication and dissemination activities are successful and impactful, a set of Key Performance Indicators (KPIs) has been set. They are presented in Table 5, along with the status at M20. The KPIs are used to monitor and assess the impact of the ZEV-UP communication and dissemination plan. As explained in [Chapter 3](#), the majority of KPIs have been achieved or exceeded, with the remaining targets expected to be met as scheduled.

Table 5: Communication and Dissemination Key Performance Indicators (KPIs)

Activity and Criteria (KPI)		Expected performance			Status
		Year 1 (M12)	Year 2 (M24)	Project end (M42)	M20
Communication tools (Task 6.2)	Website – Number of visitors	200/month	300/month	400/month	2,400 visitors (141/month)
	Website – Number of news published	10	12	18	20
	LinkedIn – Followers of the ZEV-UP company page	50	75	100	802
Technical dissemination and events (Tasks 6.3 and 6.4)	Number of presentations at conferences	≥2	≥3	≥5	9
	Number of articles in magazines or external websites	-	≥2	≥4	0
	Number of publications in scientific journals	≥1	≥3	≥5	3
	Number of attendees at showcase events	-	-	≥100	-
	Number of attendees of final event	-	-	≥75	-

5 ROLES AND RESPONSIBILITIES

In ZEV-UP, communication and dissemination activities fall under WP6 'Communication, Dissemination and Exploitation'. ERTICO acts as the leader of the WP and leads two tasks, namely T6.1 'Dissemination and Communication strategy and plan' and T6.2 'Communication tools'. ERTICO is responsible for the overall coordination and monitoring of communication and dissemination activities and acts as the ZEV-UP Communication Manager.

ERTICO works closely with ICOOR and AVERE, who are leading respectively T6.3 'Technical dissemination' and T6.4 'Stakeholder engagement, Events and Showcase'. ICOOR is the Dissemination Manager of ZEV-UP. The other task in WP6 is T6.5 'Exploitation and roll-out plan', led by FEV.

All partners are required to participate in the communication and dissemination activities of ZEV-UP to ensure the success of the C&D strategy and plan. This includes but is not limited to drafting news items, providing content to share on the project website and social media such as infographics, studies or reports, etc., translating communication materials, liaising with local media to increase the outreach of the project results, sharing and monitoring news items related to the project published on their own channels and in local media, support the organisation of workshops and webinars, present the project in external events and conferences, etc.

Table 6: WP6 participation per partner

Partner short name	WP6 effort
ERTICO	15.00
FORD	5.00
AKKA	2.00
ASPI	2.00
COSK	2.00
ELAP	3.00
OTOKOC	2.00
RHOE	4.00
FEV	6.00
CERTH	3.00
ICOOR	2.00
UNIMORE	5.00
VEDE	2.00
UCT	3.00

Partner short name	WP6 effort
LUMS	3.00
AVERE	12.00
LEEDS	2.00
BEE	2.00
SURREY	1.00
TOTAL	76.00

6 CONCLUSION

ZEV-UP established a communication and dissemination strategy and plan in the early stages of the project, setting the foundation for a coherent, efficient, and impactful approach for communication and dissemination throughout the project's duration. The project successfully achieved several of its goals and objectives, achieved or exceeded most of the established KPIs, and is on track to meet the remaining ones by the planned timeframe.

In the first twenty months of the project, project partners focused on raising awareness of the project, ensuring its visibility, starting to build strong synergies with related initiatives, and sharing initial findings to a wide range of stakeholders. The key communication successes include the development of the ZEV-UP visual identity, the launch and regular news updates of the project website, the creation of a strong presence on LinkedIn resulting in high engagement, the development of promotional materials, participation in a wide range of external events to promote the project and disseminate results, the publication of scientific papers, and the first ZEV-UP webinar. These actions contributed to the success of the communication and dissemination plan.

In the next phases, communication and dissemination activities will focus on the demonstrations and on highlighting the exploitation potential of the ZEV-UP results to maximise the project's impact. Regular updates will continue to be shared through the project website and LinkedIn page, and new communication materials will be developed. Webinars and project events will be organised to share the project's results, while participation in key industry events will continue, as well as scientific publications to disseminate the project's outcomes.

This report is the first update of the communication and dissemination strategy and plan. A final report will be produced in Month 42 (June 2027).