HYBRID COMMERCIAL VEHICLE (HCV)
DELIVERABLE D.6400.2

DEMONSTRATION PROMOTION AND PRESS MATERIALS (Task 6410)
Summary

This report presents the manners of promoting demonstrations and press materials in the task 6410 Demonstration Activities in the "Hybrid Commercial Vehicle" project. The demonstrations performed in three locations in Europe, tests in the Czech Republic, in Grudziądz, Poland and in Pforzheim, Germany, will be described and illustrated. Also diverse methods of promoting the European Union projects will be described, as well as those, which have been chosen to promote the HCV project. The report includes also a description of specificity of task 6410, which allows to promote the project directly within the dweller communities of the cities where the demonstrations took place.
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1. Introduction

The Hybrid Commercial Vehicle (HCV) project aims to develop urban buses and delivery vehicles with advanced second generation of energy efficient hybrid electric powertrains. The final result is the demonstration of a passenger bus and a distribution truck with this advanced technology. In addition, early second generation buses and distribution trucks will be demonstrated in practical real-life conditions in different cities in Europe in order to ensure good acceptance by public transport, delivery operators, drivers and passengers.

Research, development and demonstration will be made of innovative e-drives, energy storage technologies as well as auxiliary components. In addition, lightweight body technologies will be demonstrated. The decision to start vehicle production with advanced second generation technology will to a high degree be based on the outcome of the project.

The objectives of the HCV concept are also to develop high-efficient hybrid systems and components enabling mass market introduction. The fuel consumption and emissions will be in line with the overall purpose of the call concerning CO\textsubscript{2} reduction, near zero emissions and noise reduction.

The recipients of the project information might be people and entities from the nearer and further environment of the enterprise, such as: employees and their families; shareholders; clients, competitors, company’s partners; regional, local and other authorities; public authorities (also ministries and institutions who implement structural funds and manage operational programmes); banks and financing institutions; entrepreneurs organisations; non-governmental organisations; media (nationwide, regional, local and industry-oriented); or local community.

The most common form of the EU projects promotion is putting information boards in the place of project realization. After the project has been completed, the beneficiary may place a commemorative board. Usually the premises of the enterprise is closed for non-employees, and thus a second board, apart from the board put in the realization location, may be placed at the entry gate or in any other visible place. This will allow the information to reach more recipients. It is also a common practice to label the equipment bought within the project.

Boards informing about the project and about the contribution of the European Union funds may be put in the rooms, where the equipment bought within the framework of the project will be situated.

The informational and promotional actions for the projects are easy to include in the standard tasks related to organization and conducting the project – Typical promotional material can be: posters, flyers, press advertisements about the training recruitment, boards and banners in the training place, gadgets, training materials and certificates granted to the participants, project website, information about the co-financing on the headed paper, in the evaluation surveys and in the presentation templates etc. Promotion of an investment undertaking, which regards purchase of tangible assets or construction works, also gives many possibilities to show creativity. Apart from typical promotion in the media, the beneficiaries take also many extensive public relations actions, which may bring very positive effects. The media observe closely the activity of plants and are usually interested in activities having positive influence on the natural environment, development of competitiveness and
innovation or on the local community. Therefore we can expect that telephone contacts with journalists and press information will bring the effect in the form of publications or mention of the project on air.

One of the media used to promote projects is the internet. You do not create separate websites for the investment undertakings of the enterprise but you use the already existing website of the beneficiary for this purpose. It is important that the subpage devoted to the project is easy to find. It is a good idea to put a visible banner on the homepage, which will redirect the user to the page with the project information. The page contains such basic information as project title and number, name of the end beneficiary and EU flag. An important piece of information is operational programme logo, links to other websites regarding the programme and the implementing institution. Description of the project including inter alia total value of the project, value of the financial support, information on the fund co-financing the project, project timeframe and goals is included as well as a short description of the investment material scope and implementation results. The website may also contain electronic versions of brochures, flyers, presentations as well as a photo gallery from the construction site. The address of the website informing about the project may be published in the printed sources promoting the investment.

Example tools for realization of promotional and informational activities:

- information and commemorative boards
- information about the project on the beneficiary’s website
- newsletter
- posters – put at the entrance to the company’s seat, in the hall, in the secretary’s office, by the conference room, in the show-case for board bulletin, etc. – in every place where the information access will be as widespread as possible
- brochures, folders, flyers and other printed materials
- press information – sent to the local, regional and nationwide press, industry-oriented magazines or internet portals
- articles in the local and nationwide press (paid ones or such being the effect of public relations activities)
- information in internal bulletins for the employees or for the company’s partners
- press and internet advertisements
- press conferences, information meetings, the so-called open days
- project promotion during fairs and diverse events (conferences, lectures) – e.g. by way of information on the project put in the conference materials, distributing the information brochures, project presentation during the conference etc.
- promotional films, multimedia presentations, information materials on CDs
- boards informing on the financial contribution of the EU placed on the modernized or bought appliances or placed in the rooms, where these appliances are mounted
- Demonstration vehicle
- Fieldtest
- Customer events
2. Technical Progress

In task 6410 three heavy-duty hybrid distribution trucks were prepared and demonstrated by DAF, 2 in England and 1 in the Netherlands. Within the task VERI, together with Solaris, performed a presentation of hybrid vehicles in 2 cities in Central Europe and in 1 city in Western Europe. Within these tasks it is also planned to perform benchmarking studies on vehicles with hybrid and traditional drives concerning fuel consumption and emission of noxious substances. These studies were performed taking into account diverse road conditions. Finally, within this task it was planned to produce advertising materials, perform press conferences and presentations in order to advertise hybrid technology.

The demonstrations and presentations were divided into three parts. Comparative tests on two 18-meter buses with hybrid and traditional drives were conducted in three different locations in Europe: Prague in the Czech Republic, Grudziądz in Poland and Pforzheim in Germany. The buses entered the traffic and carried passengers for 4 weeks in each location. During the demonstrations described above, drivers of buses have been trained by Solaris representative from training department and bus driver from Solaris which was participate into demonstrations.

Solaris prepared the advertising materials (photos, movies, catalogues) about hybrid vehicles and published on company website under address: http://solarisbus.com/vehicles_group/hybrid

Other promotion materials could be founded in the branch magazines. Some examples are visible on the figure 1:

![Figure 1: Promotion materials published in branch magazines](image-url)
Furthermore the following presentations of hybrid buses have been done during 1-30 month of this project:

- Transport publics 2012 – Paris, France – 06.2010
- Autotec 2010 – Brno, Czech Republic, 06.2010, press day 04.06.2010
- Innotrans 2010 - Berlin, Germany – 09.2010
- IAA Nutzfahrzeuge – Hannover, Germany – 09.2010, press day 21-22.09.2010
- Transexpo 2010 – Kielce, Poland – 10.2010
- Mir Avtobusov 2011 – Kolomna, Russia – 04.2011
- Czech Bus 2011 – Prague, Czech Republic – 11.2011
- BO Truck 2012 – Belgrad, Serbia – 03.2012

The mentioned presentations are visible on the photos below:

![Solaris Hybrid buses presentation](image)

Figure 2: Solaris Hybrid buses presentation

Apart from mentioned promotional activities Solaris published many press releases regarding important activities with hybrid vehicles, new solutions and sales.
2.1. Prague, July 2011

In order to promote the project, the two buses were entirely covered with labels of the project name, test names and logos of the European Union as well as of other companies and institutions involved in the project. The logos and the information on the financial contribution of the European Union are placed not only on the printed and electronic promotional and informational materials but also in the reports from the project realization, agreements with contractors and in tender documentation. In all informational and promotional materials the rules for visualisation must be observed. These rules are provided in the “Visual Identity Guide” of the National Cohesion Strategy. The colours of the logo and the EU emblem as well as the proportions of the sign elements can be changed under no circumstances.

![Figure 3: Demonstrations in Prague, July 2011](image)

The sign of the operational programme is always placed on the left, whereas the European Union emblem on the right. The additional signs (e.g. logo of the implementing institution) may be placed between these signs (fig. 1)

2.2. Grudziądz, March 2012

This paragraph describes the demonstrations activities in Grudziądz (Poland). Both buses have been properly labelled with relevant logos and information (see figures 2-4) as described precisely in the paragraph 2.1.
Figure 4: Demonstrations in Grudziądz, March 2012. Front overview of the buses.

Figure 5: Demonstrations in Grudziądz, March 2012. Side view of the buses.

Figure 6: Demonstrations in Grudziądz, March 2012. Rear view of the buses.
The video under the hyperlink below presents material from local television in Grudziądz about the carried out test. The material shows a very enthusiastic and optimistic sound, a good promotion for hybrid technology.

Video:
- http://tvsm.pl/videoteka/gsi/2012/marzec/16

The hyperlinks below provide additional materials that have appeared in the press, news, and social network about dissemination activities that have been done in Grudziądz.

Internet portals and press materials:
- http://www.mmgrudziadz.pl/artykul/dwa-autobusy-przegubowe-veolii-beda-jezdziec-po-ulicach-grudziadza (Information about hybrid test in Grudziądz with science-fiction design….)

The most popular website about bus public transport in Poland called infobus.pl also published material about the test activities and hybrid buses from Solaris.

2.3. Pforzheim, April 2012

A hybrid bus and a diesel bus were labelled with the project name, test name and EU logos, as well as the logos of other companies and institutions involved in the project.

Figure 7: Demonstrations in Pforzheim, April 2012.

The material under the hyperlink below describes a planned test with the hybrid bus ("spacecraft on six wheels"):


3. Results and discussion

The demonstration promotion within the framework of the HCV project resulted in a huge interest of the local communities who used the buses operating the city bus lines during the tests. Also the increase of the discussions on the internet forums and chats were noticed, which regarded buses, the project and its goals.
4. Conclusion

Project promotion is one of the most basic obligations of the beneficiary. The promotional and informational activities constitute a significant part to all tasks of the investment undertakings. The obligations in the scope of information and promotion, both during the project realization and after its completion, are imposed on the beneficiaries of the European Union funds by the Commission Regulation (EC) No. 1828/2006. According to the provisions of the Co-financing Agreement: „The Beneficiary shall be obliged to inform the public opinion on the fact of receiving the financial support for the Project realization (…)”.

What is a project promotion?
First of all it includes informing the public opinion – as many recipients as possible – about the realization of a project with the use of the grants from the European funds. It is important to inform not only about what the project consists of, what we will construct or modernize, in what time, for how much, etc., but also about the benefits from the project (e.g. about the positive influence of the project on the natural environment protection). The promotion of the Hybrid Commercial Vehicle project during the hybrid bus demonstration was especially successful and efficient because of the common access to the promoted product.

The HCV project as well as hybrid technologies have been promoted by:
- Demonstrations in 3 cities (Prague, Pforzheim, Grudziadz)
- Publishing the press materials regarding hybrids
- Training and courses for bus drivers
- Presentations and press conferences of Solaris buses and hybrid drive units

The data gathered within task 6410 have been shared with WP6100.
ANNEX_1. Justification of bus operations in the various cities within WP6400

Introduction
The aim of ANNEX_1 for D6400.2 is justification of the bus operations duration in various cities in Europe. Duration has been challenged and D6400.2 report rejected by the EU-reviewers (Fig. 1).

DOW (version 2.5 May 21st, 2012)
The main objective for WP6400 was to prepare hybrid vehicles for presentations in Europe. There is no instruction about the test duration.

VEOLIA / SOLARIS Statement
VEOLIA and SOLARIS statements for the coordinator review comments (Fig.1) have been separated for the following three categories:

- “Some 16 month late”
In the DoW it has been precised that the buses will be rented from customers by Solaris to be lent to Veolia for the demo activities in 3 cities. For each city it exists some technical constraints to respect regarding the technical specifications of the bus (length/capacity, number of doors, AC or not, etc...). It was difficult for Solaris to find and provide buses compliant with requirements.
The hardware and software in rented buses have been adapted according to the specific customer requirements arising from the agreement between cities and operators (i.e. passenger information system, related systems for ticket sales and validation etc).

- “Short duration”
Duration of demo operations has been discussed by the WP6400 team and decision took by the team has been "4 weeks : 1 week for emission measurement, 3 weeks for data login in operations" (cf. minutes 2011-06-16). The availability of the bus should match with this duration. Sometimes it was difficult for Solaris to find and provide buses for such a duration. In addition, cost for preparation of the buses were expensive, so to optimize the cost Solaris has proposed to arrange a bus for 2 consecutive demos, but for a duration of 1,5 month (cf. minutes of meeting 2011-07-05) - it has been accepted by the WP6400 team, that is why demo in Grudziadz and Pforzheim were consecutives (with an extra time to prepare for the test buses under the specific requirements of the city and rebuild it to the original configuration after test completion).

- High cost
From Veolia side, real cost for demo activities were less than budget so it should be no issue about this point for Veolia.
From Solaris side, real cost for demo activities were higher than initially planned mainly due to rental and insurance cost of tested buses and exceeded the assumed value.

**DAF Statement (SP6000 LEADER)**

Solaris and Veolia reported the status during the update meetings that the work described in the Description Of Work has been carried out and that conclusions could be made based on the measurement results. So according the work agreed in the Description Of Work Solaris and Veolia fulfilled the task.