

PROJECT MARKETING BASICS AND DESCRIPTION OF WEBSITE

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1 EXECUTIVE SUMMARY

In order to provide a basis and to guarantee optimal dissemination and exploitation of the results of the project, marketing-driven activities and professionally crafted materials have been developed. The project brand and project marketing basics (project folders, flyers, ppt master, etc.) as well as a website were established and are maintained in order to inform the public about the project.

The objective is to increase the visibility of the project and subsequently also its outcomes, and to facilitate the market uptake of new products developed in the course of the EU-LIVE project.

A totally new brand identity has been created for the EU-LIVE project. It supports internal communication as well as external communication: On the one hand, it contributes to the internal identification and motivation, and accounts for a tangible project culture. On the other hand, the special brand identity safeguards brand recognition and the dissemination of EU-LIVE values, messages and materials.

The project logo, the key visual, the brand identity, and all templates and master documents just as the flyer, the roll-up, giveaways and the website are coherently designed, which transports values like sustainability, expertise, dynamics etc., helping to promote a positive image of future urban mobility. By developing a professional joint image and appearance together with the professional and consistent design of the brand appearance of EU-LIVE – which goes beyond that of comparable projects – a sound basis for further dissemination and exploitation activities has been set already in the beginning of the EU-LIVE project.

Keywords: Brand Design, Templates, Website, Dissemination, Logo

2 OBJECTIVES

The main goal of the tasks shown in the present deliverable D6.3 is to create a sound basis for further dissemination and exploitation activities (see deliverable D6.4 „Dissemination and exploitation plan – Detailing“ [1]).

The objective of all communication measures and dissemination and exploitation activities during the project period is to ensure wide visibility of the project and its results as well as identification of the EU-LIVE consortium. Activities are – under the joint brand identity – planned to effectively disseminate the project results to target audiences with professionally crafted materials and to efficiently support exploitation activities. A marketing-driven dissemination campaign is carried out with the objective to maximise the impact of the project.

A detailed definition of the target audiences mentioned above and the corresponding objectives will be given in deliverable D6.4 [1]. From the beginning of the development of the branded identity it was taken into consideration that dissemination and exploitation has to address all stakeholders, putting decision makers and future users in the centre of communication.

And, all partners are given a well-founded set of tools to promote their activities in a EU-LIVE style embedded environment.

3 BRAND DESIGN

For the EU-LIVE consortium a branded identity has been created, for internal communication as well as for external audiences and stakeholders in order to establish and transport a joint image and brand recognition to easily recognise the EU-LIVE messages.

The branded identity uses a set of graphic elements to easily identify the EU-LIVE project. Special design elements contribute to identifying EU-LIVE dissemination activities, such as publications, and to all kind of written and visual communication about on-going and completed research activities. This section provides an overview of how to apply EU-LIVE branded identity and design elements to EU-LIVE products and materials.

3.1 Key Visual

A key visual is an image motive that is used in a brand presence in order to enhance brand recognition. The curved ribbon used as a key visual is an effective element of the logo. Still it will not be used as a stand-alone tool. The curved ribbons follow the style of a play/go symbol; each of them also contains a white triangle.

The brand recognition is ensured as the triangles are mirrored at the website and at most of the other marketing applications such as flyers and folders. With the dynamic symbol of play/go, the moving forward character of EU-LIVE is emphasised. It shows that something new and unique is going to be developed under the brand of EU-LIVE.

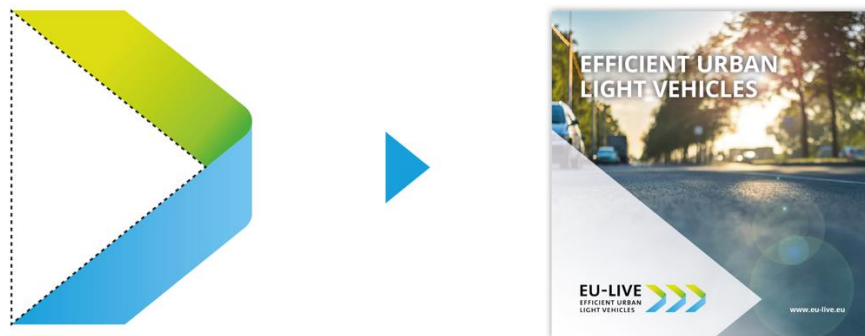


Figure 1: Derivation of the Key Visual

3.2 Project Logo

The project title EU-LIVE (Efficient Urban Light Vehicle) was already developed in the proposal phase. In order to give an easy link to the content of the project, the title is used as the main part of the project logo.

The logo uses a clear and puristic font (see also 3.3.2). The curved ribbons twist and form arrows that symbolize a dynamic of impulse, but also technological progress. Moreover the twisted ribbons stand for the strong alliances of the diverse project partners. The fresh green can be associated with environmental friendliness and with the symbiosis of mobility and ecology. Blue in general symbolises fresh and clean air, but also stands for wisdom and know-how, that is brought in by the interdisciplinary members of the consortium. The project logo is available on the EU-LIVE Projectplace for all partners [3].



Figure 2: EU-LIVE Project Logo

3.3 Branding Specification

In order to guarantee a consistent brand identity, detailed branding specifications have been set. Moreover all templates and materials have been created with the defined colours and typefaces.

3.3.1 Colour Palette

These colours are defined for all branded applications.

COLOURS



BLACK
cmyk 0 | 0 | 0 | 100
rgb 100 | 0 | 0



YELLOW GREEN
cmyk 20 | 0 | 95 | 0
rgb 221 | 219 | 0



BLUE
cmyk 75 | 20 | 0 | 0
rgb 0 | 158 | 226



LIGHT GREEN
cmyk 50 | 0 | 95 | 0
rgb 147 | 192 | 31



LIGHT BLUE
cmyk 55 | 5 | 0 | 0
rgb 113 | 202 | 243



GREEN
cmyk 70 | 0 | 95 | 0
rgb 81 | 173 | 50

Figure 3: EU-LIVE Colour Palette

3.3.2 Typeface

For the corporate use of text for the EU-LIVE project, the typeface family 'Open Sans' has been chosen. It is a likeable, simple font and free to use without charge, because it is part of the Google Fonts Library. The download is possible here:

[https://www.google.com/fonts - UsePlace:use/Collection:Open+Sans \[2\]](https://www.google.com/fonts - UsePlace:use/Collection:Open+Sans [2])

The font styles 'Weight Light' and 'Regular' are defined for text blocks. 'Bold' and 'Extrabold Caps' are used for headlines and highlighted content.

In addition an alternative font has been defined in order to give a wider spectrum for users: 'Arial Regular', 'Arial Bold Caps'. This font will only be used internally and not for any communication tools with extern stakeholders.

FONTS

OpenSans Light

Cusa volo odi Ipit reius ma sequis eostis eium et
que int ium nosapel lignis aut Event omnitem
velectem et expelic itatiundis quidebis ex eles
res es dolo doluptur, od et omniendi optatat.

OpenSans Regular

Cusa volo odi Ipit reius ma sequis eostis eium
et que int ium nosapel lignis aut Event omni-
tatem velectem et expelic itatiundis quidebis
ex eles res es dolo doluptur, od et omniendi

OPENSANS BOLD CAPS

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um et que int ium nosapel lignis aut event
omnitatem velectem et expelic itatiundis
quidebis ex eles res es dolo doluptur, od et**

OPENSANS EXTRABOLD CAPS

Only used for internal communication, meeting agenda or deliverables

Arial Regular

Cusa volo odi Ipit reius ma sequis eostis eium et
que int ium nosapel lignis aut Event omnitem
velectem et expelic itatiundis quidebis ex eles
res es dolo doluptur, od et optatat.

ARIAL BOLD

**Cusa volo odi ipit reius ma sequis eostis
eium et que int ium nosapel lignis aut event
omnitatem velectem et expelic itatiundis
quidebis ex eles res es dolo, optatat.**

Figure 4: EU-LIVE Typeface

4 GENERAL TEMPLATES

For a consistent brand identity all templates have the typical EU-LIVE look. The templates are developed for internal and external use and in order to meet the European Union's Horizon 2020 research and innovation programme requirements. The templates created for EU-LIVE are all provided as a toolkit on the joint Projectplace, a collaboration platform accessible for all partners.

All templates that have been created for EU-LIVE use the same colour palette, fonts and styles sheets. As shown in Figure 5 settings have been defined in the interest of allowing a constant design for every communication tool.

In this section all the general templates are listed and will briefly be described in how to be used.

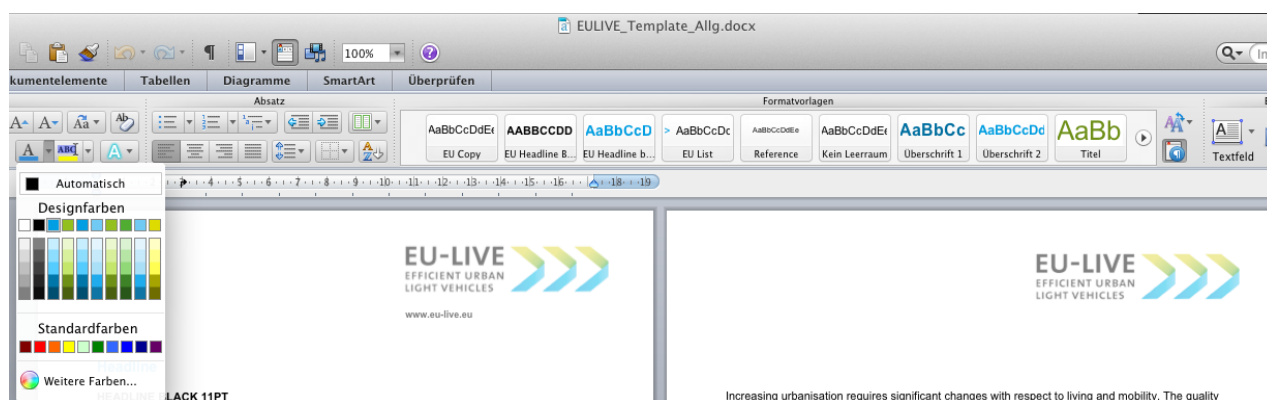


Figure 5: EU-LIVE General settings in templates - Example Word

4.1 PowerPoint Master

For internal and external presentation a PowerPoint Master has been developed. Templates of master slides are listed below and can be found on Projectplace [4]. For further definitions, a handbook can be found on Projectplace [5] and is added to the Appendix.

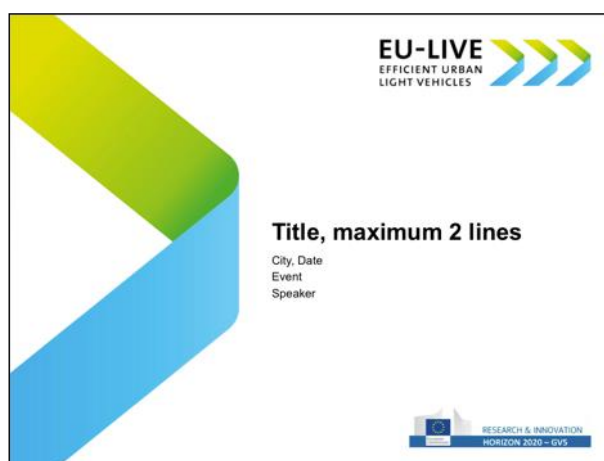


Figure 6: EU-LIVE PowerPoint Master – Example sheet

4.2 Basic Word

This template has been established for internal documentation and workflow. It includes all settings, which were developed for the EU-LIVE templates like for example used in the document in hand. Moreover, it shows how website links should be handled. It is also available for all partners on Projectplace [6].

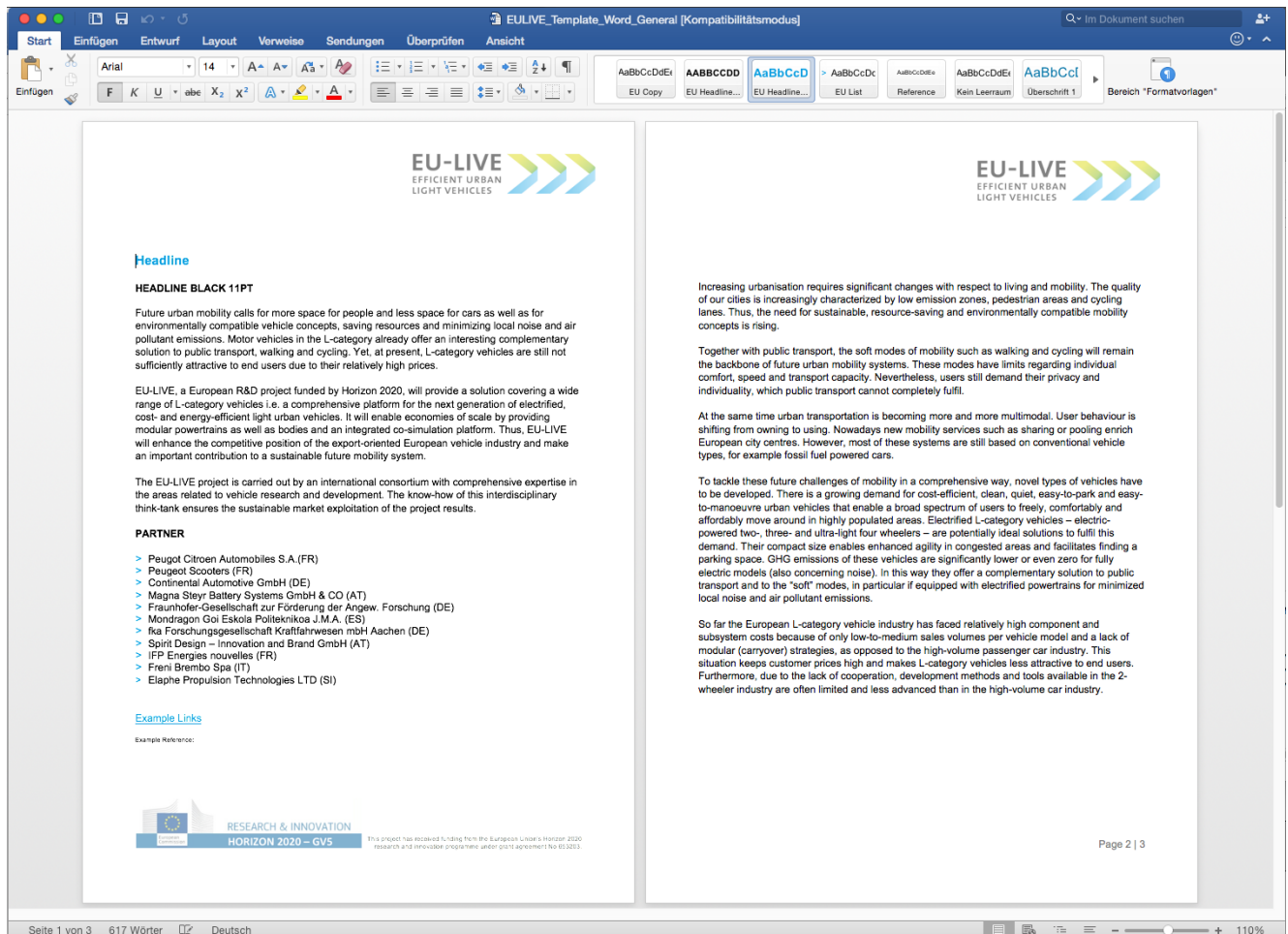


Figure 7: EU-LIVE Basic Word Template

4.3 Basic Excel

As the template for Word documents, this Excel was designed to meet internal communication and documentation requirements. Colours, fonts and styles are set in the master, which is available for all partners on Projectplace [7].

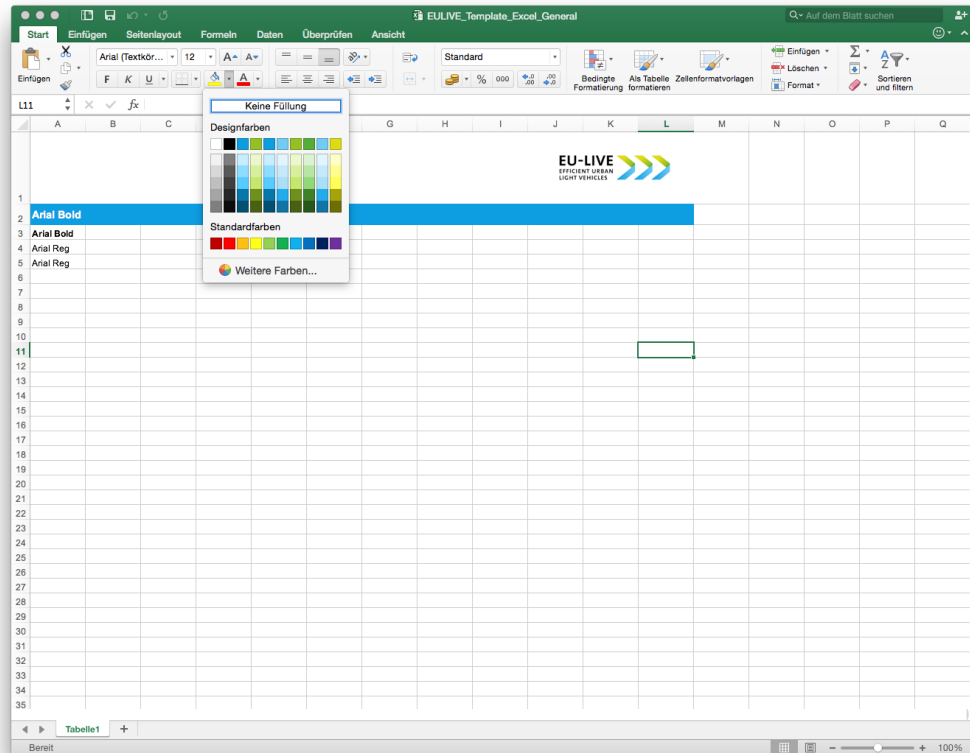


Figure 8: EU-LIVE Basic Excel

4.4 Deliverable

For all deliverables, whether they are public or confidential a general template has been created and is available on Projectplace [8]. The template has about 15 pages and describes for every section in detail how it has to be used. From executive summary to conclusion it includes a brief description and it also shows how headings, tables, figures, etc. have to be formatted.

The major settings are already pre-set in the document master for all users. How mathematical calculations and other special content have to look like is listed and described within the text. Moreover there are predefined settings with hyperlinks to the header and footer. This assures that all partners have a well-structured document for their deliverables.

The screenshot shows a Microsoft Word document titled "EU-LIVE EFFICIENT URBAN LIGHT VEHICLES" in "Kompatibilitätsmodus". The document is structured into several sections:

- DELIVERABLE TITLE**: Contains fields for Document Type (Deliverable), Document Number (Dx.y.z), Primary Author(s) (Name | Organisation), Document Version/Status (x.y | Draft/Final), Distribution Level (PU (public) or CO (confidential – consortium only)), Project Acronym (EU-LIVE), Project Title (Efficient Urban Light Vehicles), Project Website (www.eu-live.eu), Project Coordinator (Werner Rom | VIP | werner.rom@v2c2.at), and Grant Agreement Number (653203).
- CONTRIBUTORS**: A table with columns for Name and Organization.
- FORMAL REVIEWERS**: A table with columns for Name, Organization, and Date.
- DOCUMENT HISTORY**: A table with columns for Revision, Date, Author/Organization, and Description.

The footer of the document includes the EU-LIVE logo, the text "RESEARCH & INNOVATION HORIZON 2020 – GVS", and a page number of 2/15.

Figure 9: EU-LIVE Deliverable

4.5 Meeting Minutes

This template has been created in order to meet the requirements for the internal documentation process. The template includes sections for the general meeting information, partners present, agenda, notes, decisions/conclusions and defined tasks. It is available on Projectplace [9]. The main objective of the meeting minutes is that every issue discussed or decided and the corresponding person responsible can be seen at a glance.

The screenshot shows a word processing application window titled "EU-LIVE_Template_meeting [Kompatibilitätsmodus]". The document is a two-page template for meeting minutes. The left page (Page 1) contains the following sections:

- MEETING MINUTES**
- MEETING INFORMATION**
 - Title: Topic of the meeting (WP Task/ Deliverable) WP x.y.z
 - Objective: Purpose of the meeting Meeting/AB/EB/IGA AB
 - Location: Date/Time: 2014-03-01 23:59 Duration: x min
 - Organiser: Name, organisation
- INVITED/PRESENT**

Name and Role	Organisation	Present
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
- AGENDA**

Description	Owner/Presenter	Start/Duration
1.		
2.		

The right page (Page 2) contains the following sections:

- AGENDA**
 - 3.
 - 4.
- NOTES**
 - 1. Objective, tasks affected, relevant documents (listed below), etc.
 - 2.
 - 3.
 - 4.
- DECISIONS/CONCLUSIONS**
 - 1.
 - 2.
 - 3.
 - 4.
- DEFINED TASKS**

Agenda Link	Description	Person Responsible	Due/Duration
1.	Defined Task		
2.			
3.			
4.			

The status bar at the bottom indicates "Seite 2 von 2", "88 Wörter", "Deutsch", and a zoom level of "120%".

Figure 10: EU-LIVE Meeting Minutes

5 MARKETING BASICS

The predefined brand design and its brand elements build the basis for all applications. This ensures that there is a perfect match, and all communication tools transport a coherent image. That way, awareness for the project and its results can be risen and the corresponding products will be promoted to potential customers. A set of basic marketing tools has already been developed.

The marketing basics support all communication activities via different channels of communication during the whole project. The design of website, flyers, roll-ups, and a layout of invitations have been created. The main goal of these marketing basics is to communicate the key data of the project relevant during the whole project and beyond. All marketing basics and the corresponding templates are digitally available on Projectplace. Every partner can download and print the marketing basics and use the layout for specific communication activities, such as (press) conferences, publications, internal communication and others.

5.1 EU-LIVE Flyer

The EU-LIVE flyer has been created to give a brief project overview for all external (and internal) stakeholders. The quadratic flyer has the format 210x210mm when closed. The design generates a positive association with future mobility. Fresh colours, expressive pictures and informative texts connect the reader to a friendly and forward-looking mood. On the back cover all partners are represented by their logo and the general contact of the project office is shown.

This flyer has been created at the start of the project. As it represents a very basic communication tool that is mainly aimed to transport image and raise awareness, it will not lose validity and can be used during the whole project duration – for example at conferences as a giveaway and reminder with a reference to the website and other communication tools. Therefore, every partner has access to a ready-to-print document for print shops of this flyer via Projectplace [10] and is able to produce an appropriate amount of it for his/her own use.

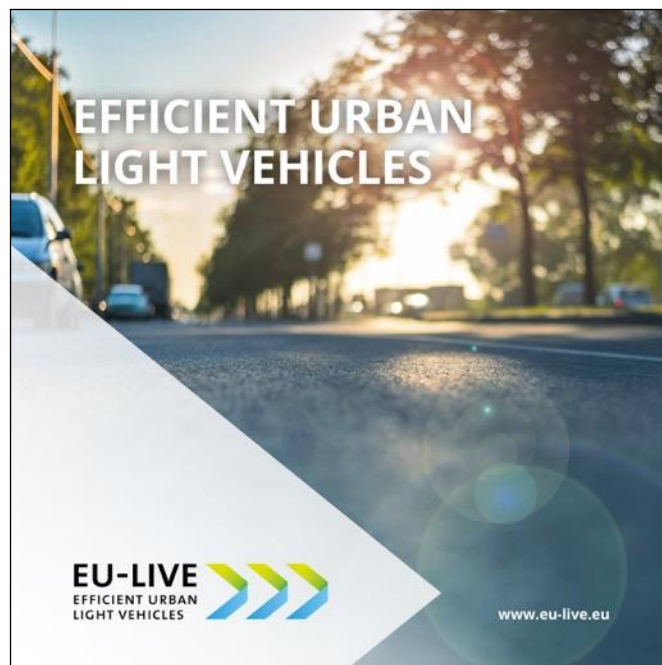


Figure 11: EU-LIVE Flyer – Cover page

5.2 EU-LIVE Roll-up

The roll-up served as an eye catcher during the press conference. Moreover it can and will be used for future project presentations, speeches at conferences, trade fair booths or likewise events. Already at first glance the headline conveys the concrete task of the EU-LIVE project: “Modular Vehicle Concepts For Future Challenges”. The image picture accentuates the basic spirit of a green mobility in the future and therefore represents the vision and overall target of the project.

Also for the roll-up, the production data is available via Projectplace [11] for all partners free to use.



Figure 12: EU-LIVE Roll-up

5.3 EU-LIVE Press Conference Invitation (German)

For the EU-LIVE press conference held on June 22, 2015 an invitation had been created. As the event took place in the Austrian city of Graz, it was created in German. The invitation acted as a teaser for journalists and should raise awareness of the project already at its start. Therefore the invitation provided all the basic facts about the project and its members. In order to raise the greatest possible interest in the event, it also provided first visual impressions about the concept of EU-LIVE.

The invitation was sent as a PDF file to selected journalists and relevant media representatives. This layout can easily and will be used for future applications as well and might be adapted correspondingly if necessary. As for all other applications, all partners have access to the corresponding data file on Projectplace [12].



Figure 13: EU-LIVE Press Conference Invitation – Cover page

5.4 EU-LIVE Power Bank

As a giveaway at the kick-off press conference and for comparable future events a power bank had been produced. The EU-LIVE logo had been applied in black and white, which was decided according to the design of the power bank itself and in order to achieve a perfect match and overall picture. The decision was taken for the power bank because it has an obvious connection to electric energy. On the other hand, the intention was to provide a useful tool for a day-to-day benefit and thereby demonstrate the sustainable character of the whole project.



Figure 14: EU-LIVE Power Bank

6 THE EU-LIVE WEBSITE

EU-LIVE represents the idea of sustainable urban mobility of the future and the development of a modular and flexible electrified powertrain system. The website www.eu-live.eu transfers the ideas and values of EU-LIVE via its clear design. With the style of the pictures shown, it refers to sustainability, protection of the environment and green smart cities. It gives the main public image of the project and raises the necessary public awareness.

The website contains information regarding the starting point, the main challenges and vision of the project as well as the objectives and the strategy pursued. Moreover, the website will allow communication of public deliverables, publications and presentations to all stakeholders. Regular updates are spread via the news on the fly. They are supposed to complement the external newsletter, which will be published two times a year. All details concerning this news flow and the corresponding processes will be given in the dissemination and exploitation plan delivered in D6.4 [1].

The website, which also gives a main description of the EU-LIVE project, will be updated on a regular basis. It will present the main project results and activities, which are meant to be public. Furthermore, the website serves as a kind of public “business card” for stakeholders with an interest in the project or the products resulting from it. It shows address as well as contact data and gives the possibility to subscribe the newsletter.

6.1 Domain

The following domain is reserved for the EU-LIVE project website:

<http://eu-live.eu> [13]

6.2 Content of the Website

This section presents the systematic of the content of the website. The tabs and subtabs shown below have been active on 2015-08-31, the due deadline of this deliverable.

In addition to the tabs and subtabs, a series of alternating pictures and headlines at the top of the website provides the reader with a visual impression of the spirit of EU-LIVE.

WEBSITE STRUCTURE

Home

	Efficient Urban Light Vehicles Introductory texts	Additional function: Newsfeed sidebar
--	--	--

Project

	Vision
	Strategy
	Results

News

	Additional function: Newsletter subscription
--	---

Publications

	Deliverables
	Press materials

WEBSITE STRUCTURE

Partners	Introduction text of consortium Short description and logos
Contact	General contact and of project coordinator, manager and office
Footer	Funding Horizon 2020 logo Legal notice

Table 1: EU-LIVE Website Content

6.3 EU-LIVE Website – Gallery

The EU-LIVE website shows a clear and puristic design. All content is presented via a well-structured and intuitive menu navigation. As the following figures of screen shots of the website easily show, a contemporary layout is created to underline the strategy of EU-LIVE.

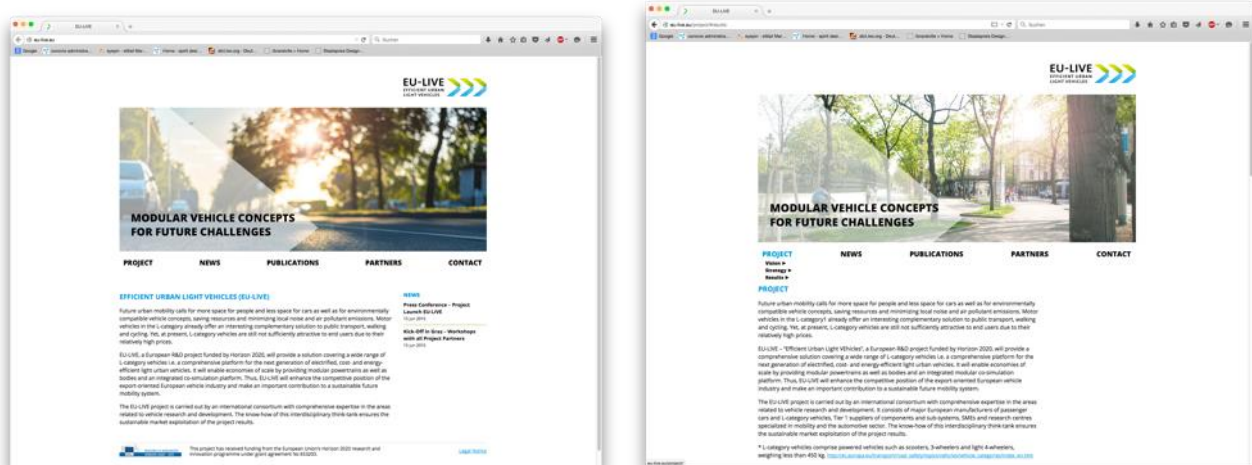


Figure 15: EU-LIVE Website – Homepage and Project description

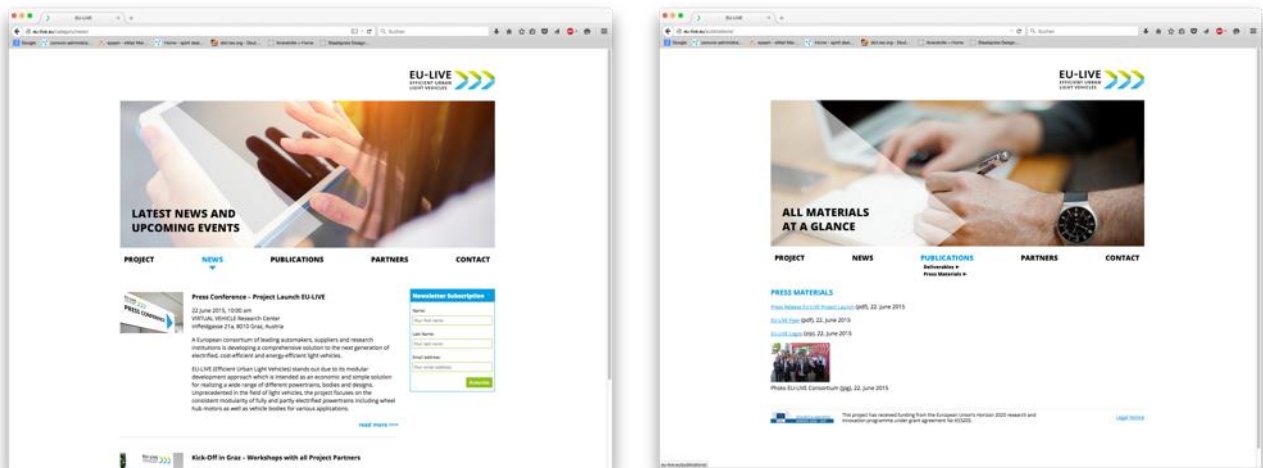


Figure 16: EU-LIVE Website – News and Publication

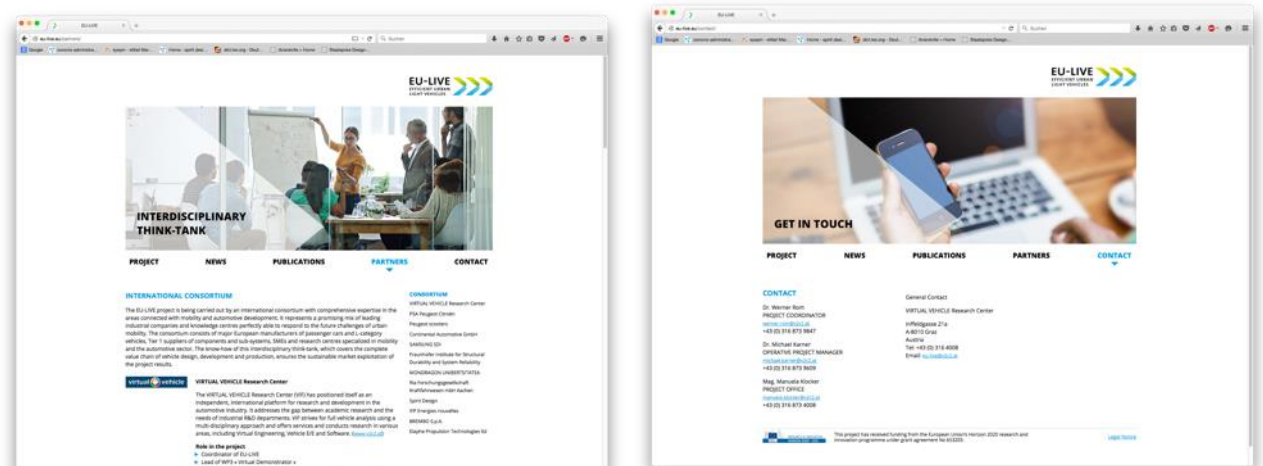


Figure 17: EU-LIVE Website – Partners and Contact

7 CONCLUSIONS

The EU-LIVE project brand and project marketing basics (project folders, flyers, ppt master, etc.) as well as a website were established in order to inform the public about the project. A new brand identity has been created for the EU-LIVE project.

The project logo, the key visual, the brand identity, and all templates and master documents just as the flyer, the roll-up, giveaways and the website as well follow a coherent logic, which underlines the content of the project: the best of two worlds – Technology from scooter and automotive industry. By developing a professional joint image and appearance – which goes beyond that of comparable projects - a sound basis for further dissemination and exploitation activities has been set already in the beginning of the EU-LIVE project. Further steps, which will be built upon this basis and will use the underlying brand elements presented in the deliverable in hand, are shown in Table 2.

Deliverable Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Due Date (in month)
D6.4	Dissemination and exploitation plan – Detailing	Spirit Design	Report	Confidential	3
D6.5	Dissemination and exploitation plan – Update Y1	Spirit Design	Report	Confidential	12
D6.6	Dissemination and exploitation plan – Update Y2	Spirit Design	Report	Confidential	24
D6.7	Summary report on project communication, dissemination and exploitation activities	Spirit Design	Report	Public	36
D6.8	Publication on project results incl. Best-practice guideline for design & development of new L-category vehicles	Spirit Design	Report	Public	36

Table 2: Deliverables based on D6.3

8 REFERENCES

- [1] EU-LIVE Deliverable D6.4 Dissemination and exploitation plan – Detailing (will be delivered after release of D6.3 – no link available)
- [2] Google fonts: <https://www.google.com/fonts - UsePlace:use/Collection:Open+Sans> (last accessed: 2015-08-03)
- [3] EU-LIVE Projectplace / EU-LIVE Logo: <https://service.projectplace.com/pp/pp.cgi/0/1117883451#/tab> (last accessed: 2015-08-12)
- [4] EU-LIVE Projectplace / PowerPoint Master: <https://service.projectplace.com/pp/pp.cgi/r1104164037> (last accessed: 2015-08-03)
- [5] EU-LIVE Projectplace / PowerPoint Handbook: <https://service.projectplace.com/pp/pp.cgi/r1104163488> (last accessed: 2015-08-03)
- [6] EU-LIVE Projectplace / Basic Word Template: <https://service.projectplace.com/pp/pp.cgi/r1131284434> (last accessed: 2015-08-03)
- [7] EU-LIVE Projectplace / Basic Excel Template: <https://service.projectplace.com/pp/pp.cgi/r1131284413> (last accessed: 2015-08-03)
- [8] EU-LIVE Projectplace / Deliverable Template: <https://service.projectplace.com/pp/pp.cgi/r1128597612> (last accessed: 2015-08-03)
- [9] EU-LIVE Projectplace / Meeting Minutes Template: <https://service.projectplace.com/pp/pp.cgi/r1104168142> (last accessed: 2015-08-03)
- [10] EU-LIVE Projectplace / EU-LIVE Flyer: <https://service.projectplace.com/pp/pp.cgi/r1110638625> (last accessed: 2015-08-03)
- [11] EU-LIVE Projectplace / EU-LIVE Roll up: <https://service.projectplace.com/pp/pp.cgi/0/1125372446> (last accessed: 2015-08-10)
- [12] EU-LIVE Projectplace / Press conference invitation: <https://service.projectplace.com/pp/pp.cgi/r1122201892> (last accessed: 2015-08-03)
- [13] EU-LIVE Website: <http://www.eu-live.eu> (last accessed: 2015-08-10)

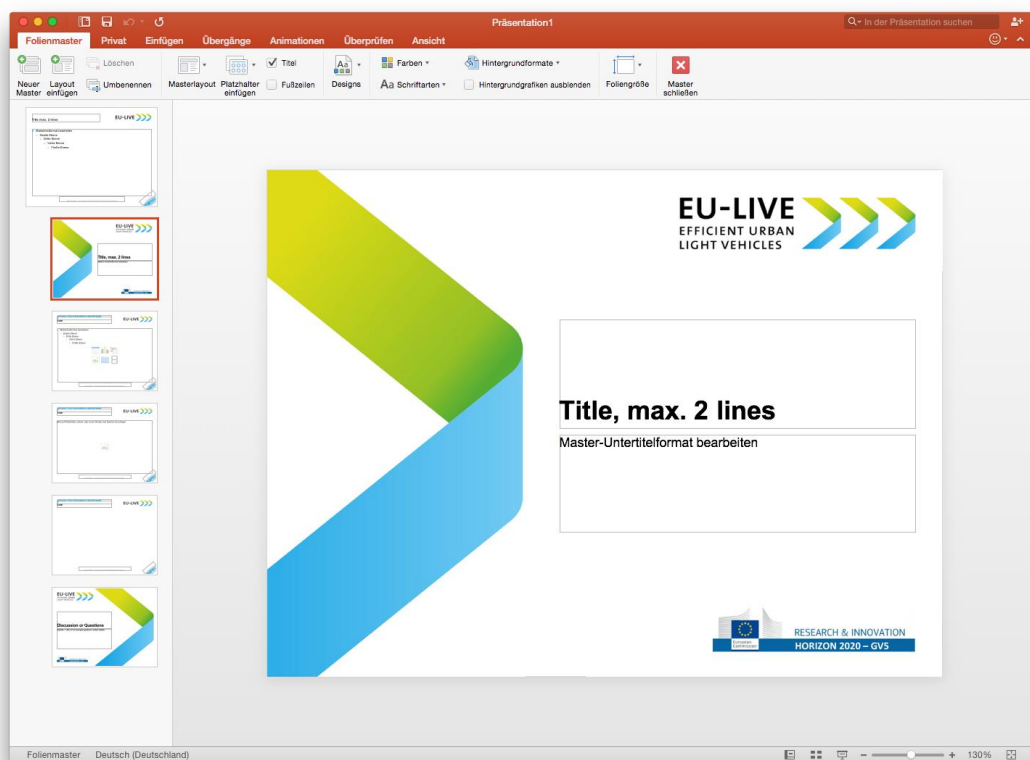
A. RELEVANT DOCUMENTS

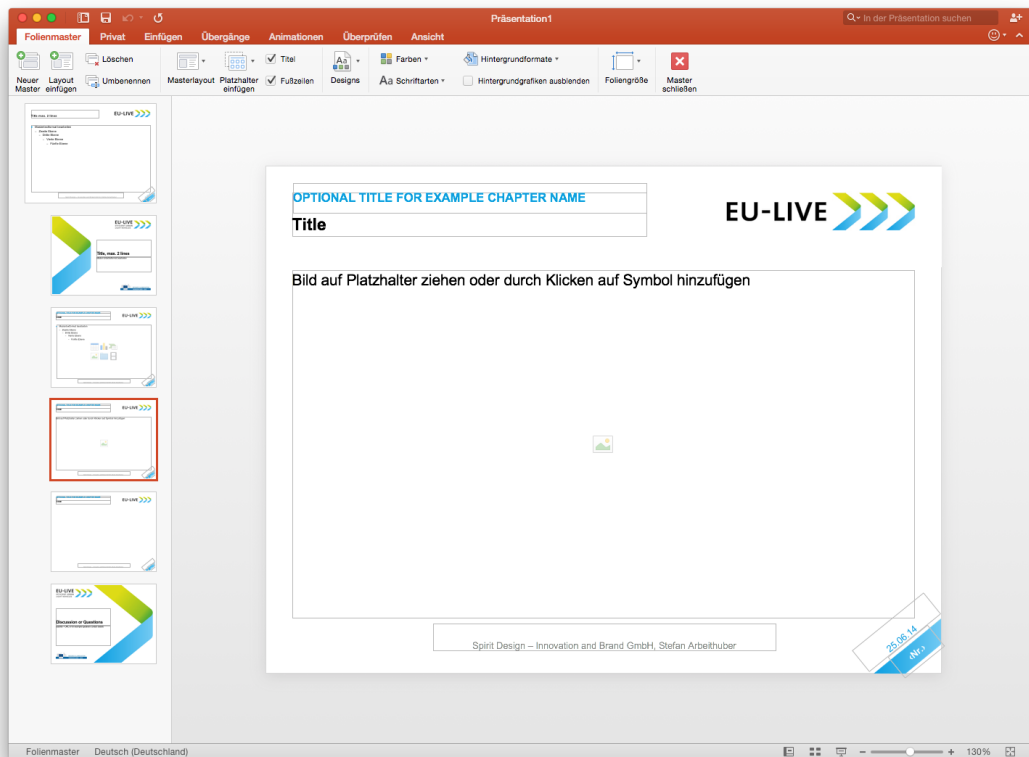
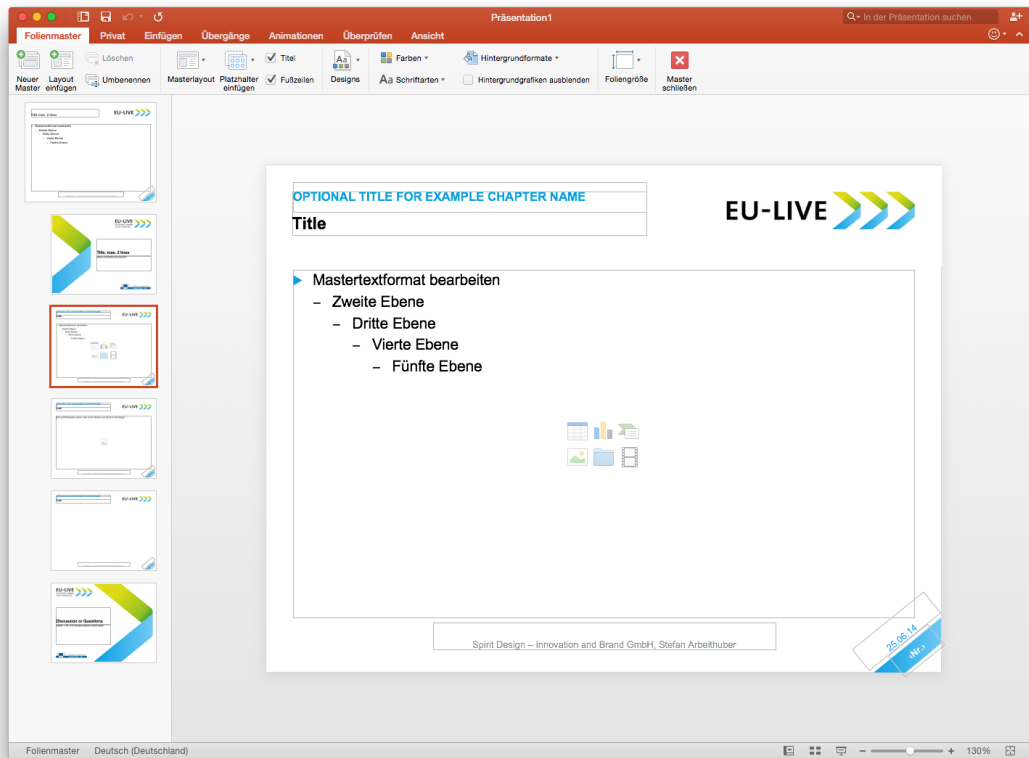
RELEVANT DOCUMENTS

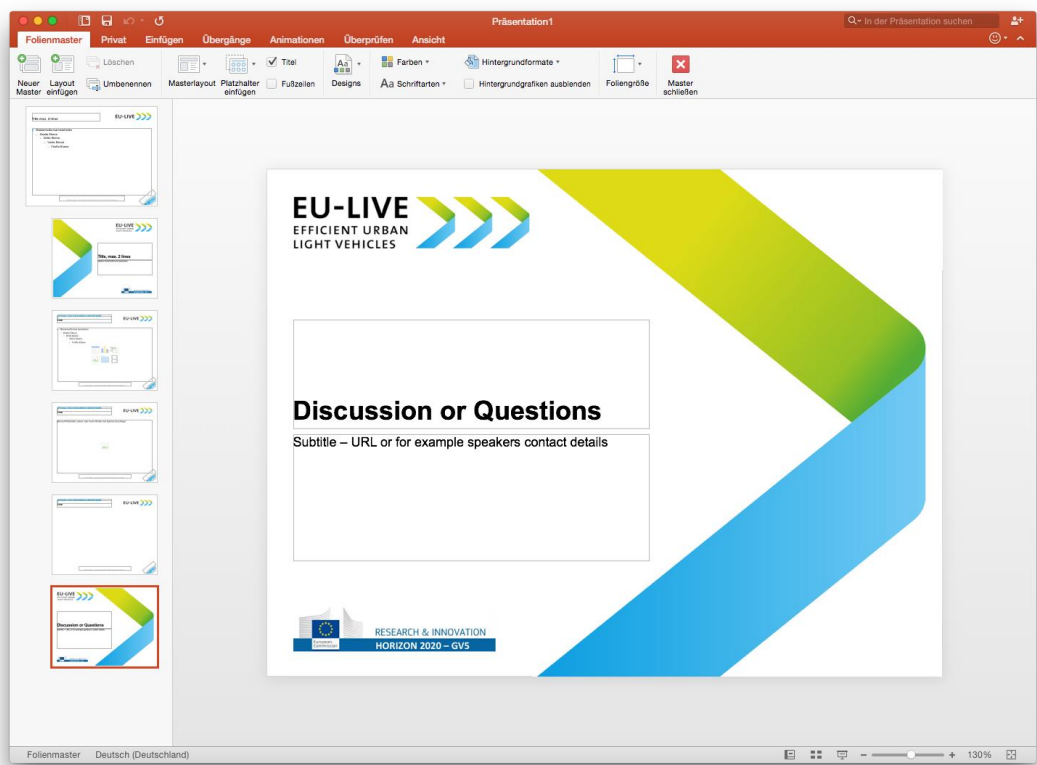
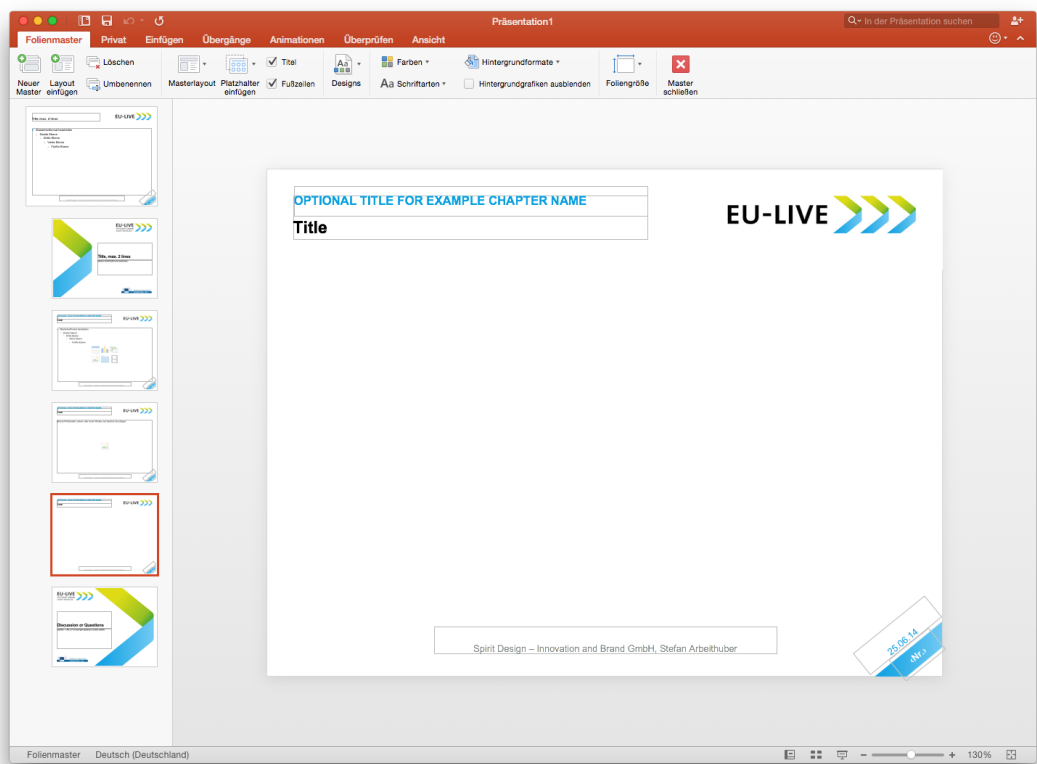
Document	Created by	Contributed
PowerPoint Master	Spirit Design	
PowerPoint Master – How to use	Spirit Design	
Word Template General	Spirit Design	
Excel	Spirit Design	
Deliverable	Spirit Design	ViF
Meeting Minutes	Spirit Design	ViF
Flyer	Spirit Design	In consultation with all partners
Roll-up	Spirit Design	In consultation with all partners
Press Conference Invitation	Spirit Design	ViF

Table 3: Relevant Documents

EU-LIVE PowerPoint Master







EU-LIVE PowerPoint Master – How to use



EU-LIVE
EFFICIENT URBAN
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How to use this master

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Headline 18pt

Copytext Fontsize 16pt. If more text needed minimum size is 14pt.

- ▶ list
- ▶ list
- ▶ list 1st level
 - 2nd level
 - 3rd level
- ▶ list
- ▶ list
- ▶ list

Footer: Company – Speakers name

25.06.14
2

EU-LIVE

Headline maximum 2 lines if blue headline is not in use

Copytext Fontsize 16pt. If more text needed minimum size is 14pt.

Fontsize:

- ▶ 28pt title
- ▶ 18pt headline
- ▶ 16pt text
- ▶ 14pt small text
- ▶ 10pt footer/sources/links

End of content

spirit design


Footer: Company – Speakers name

25.06.14
3

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HOW TO USE THIS MASTER

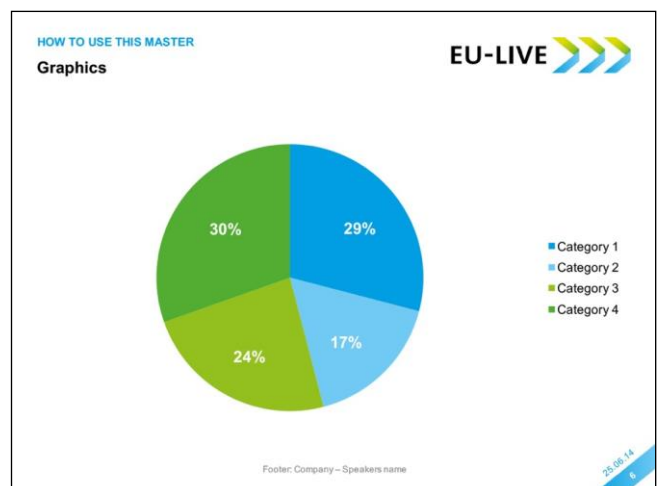
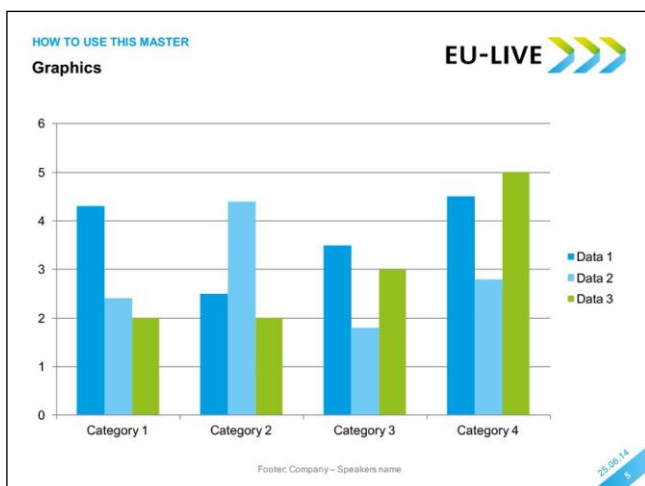
Example Graphics



- ▶ Use 2nd Style
 - pure, simple, best colour combination
- ▶ Change legend to 14pt size

Footer: Company – Speakers name

25.06.14
4



HOW TO USE THIS MASTER

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Tables

MILESTONE	DESCRIPTION	TIME
Concept	Concept, Structure, Content	August
Definition		

Footer: Company – Speakers name

25.06.14

HOW TO USE THIS MASTER

EU-LIVE

Images

Footer: Company – Speakers name

25.06.14

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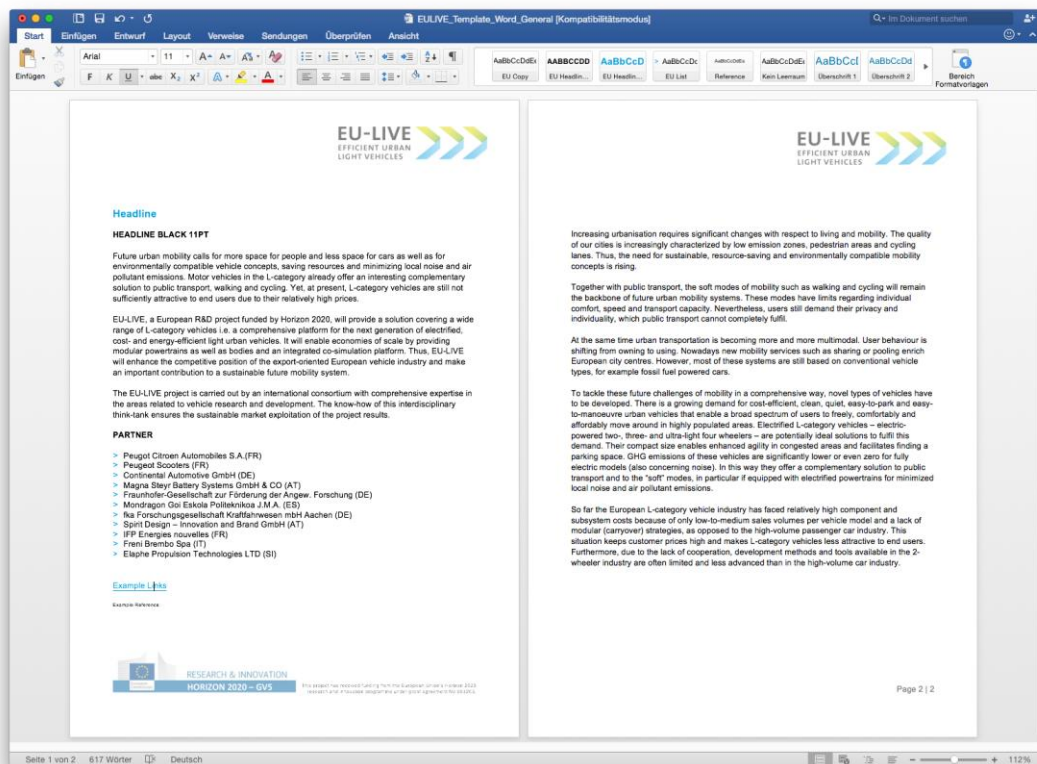
EFFICIENT URBAN
LIGHT VEHICLES

Stefan Arbeithuber

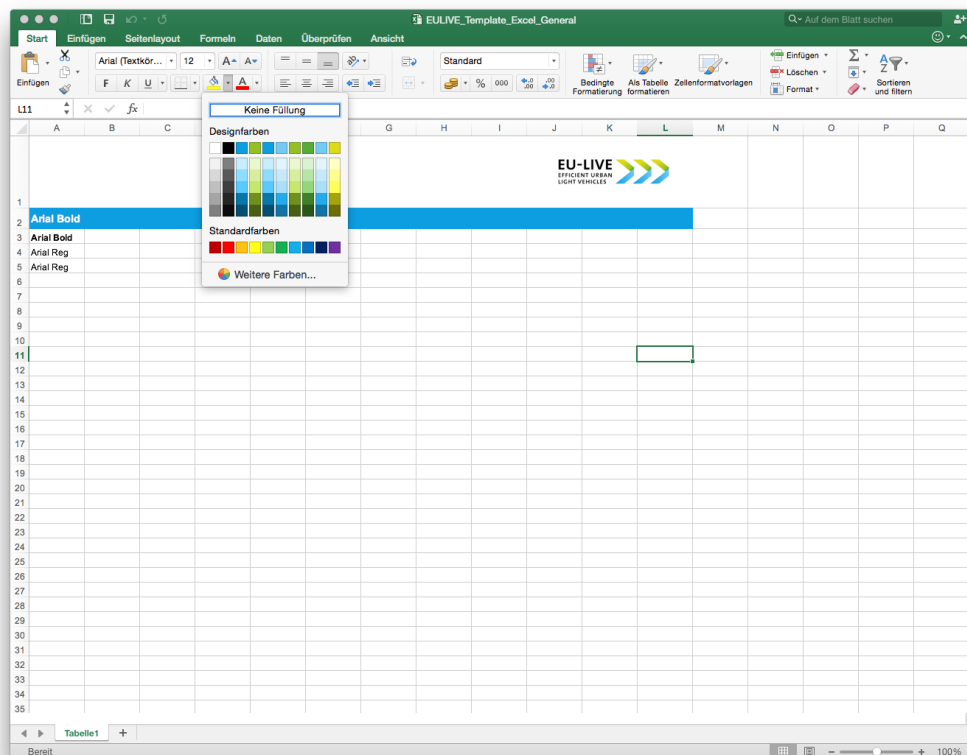
Spirit Design – Innovation and Brand GmbH

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EU-LIVE Word Template General



EU-LIVE Excel Template




EU-LIVE
EFFICIENT URBAN LIGHT VEHICLES



DELIVERABLE TITLE

Document Type	Deliverable
Document Number	Dx.y.z
Primary Author(s)	Name Organisation
Document Version/Status	x.y Draft/Final
Distribution Level	PU (public) CO (confidential – consortium only)

Project Acronym	EU-LIVE
Project Title	Efficient Urban Light Vehicles
Project Website	www.eu-live.eu
Project Coordinator	Werner Roh VF werner.roh@v2c2.at
Grant Agreement Number	653203

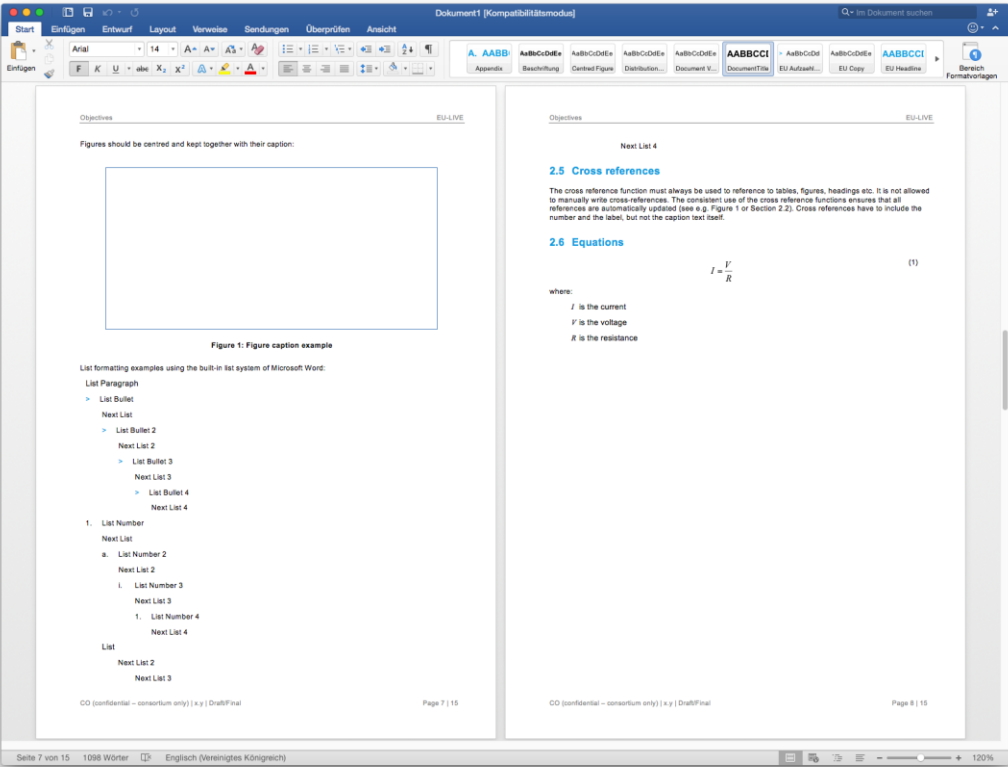
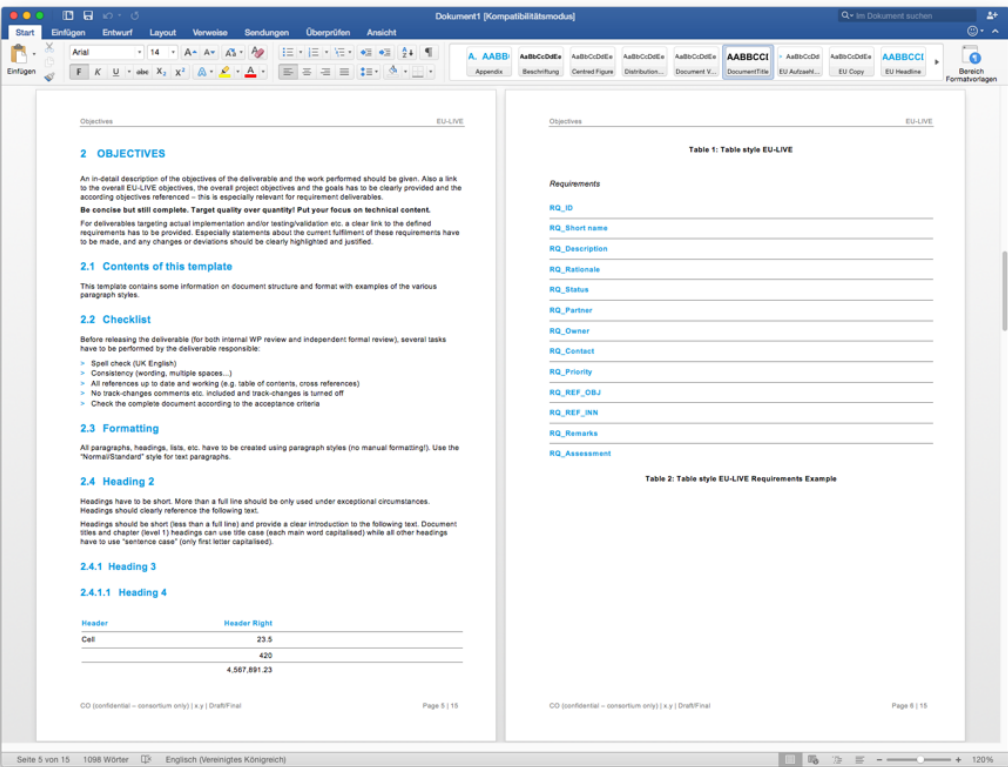


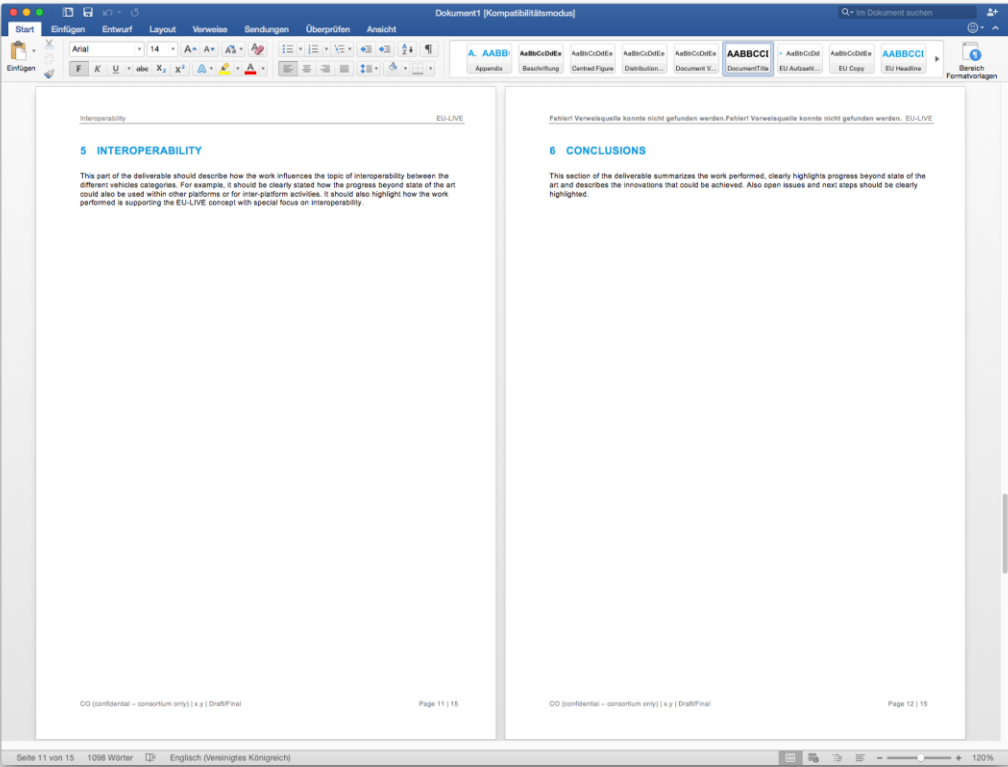
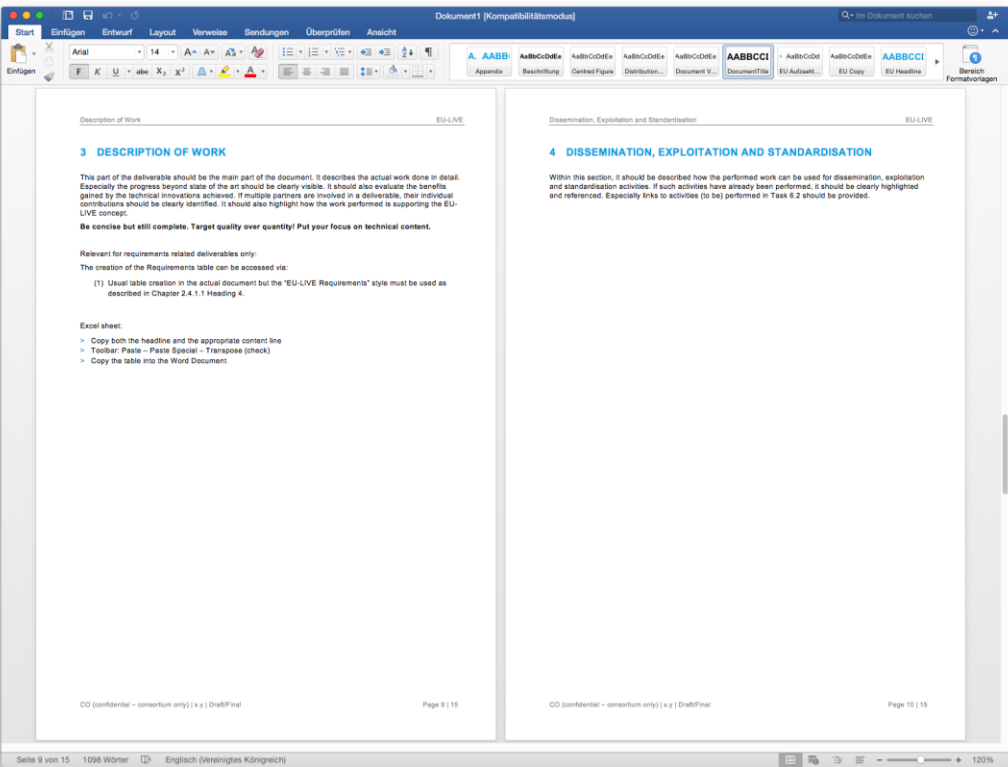
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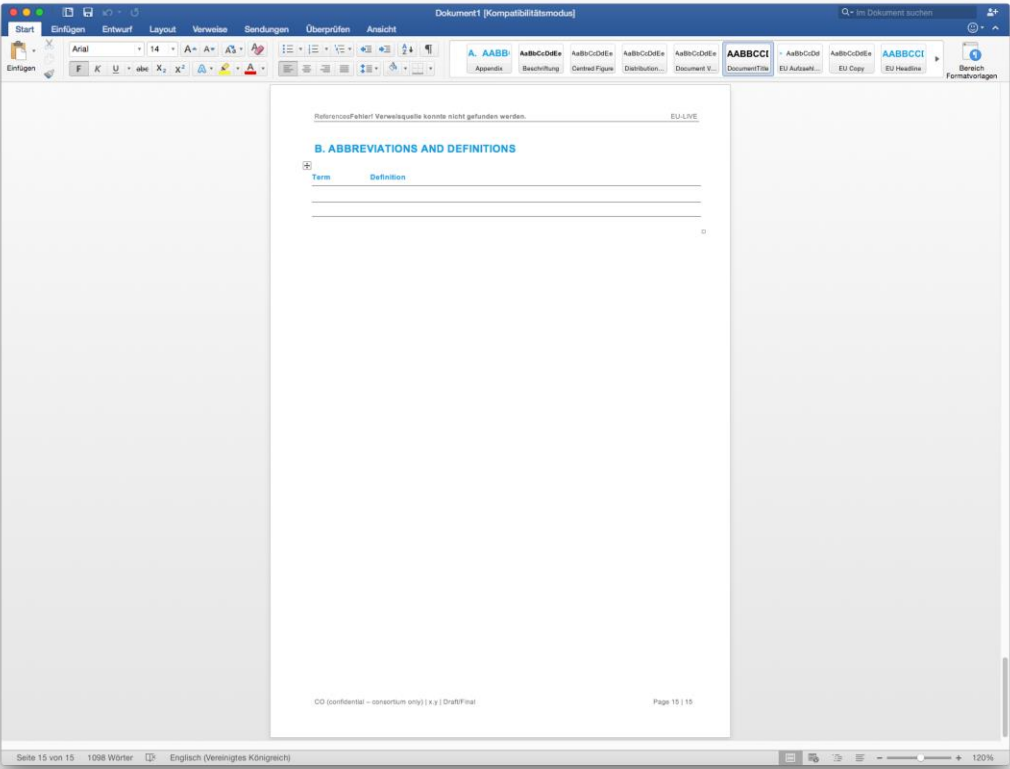
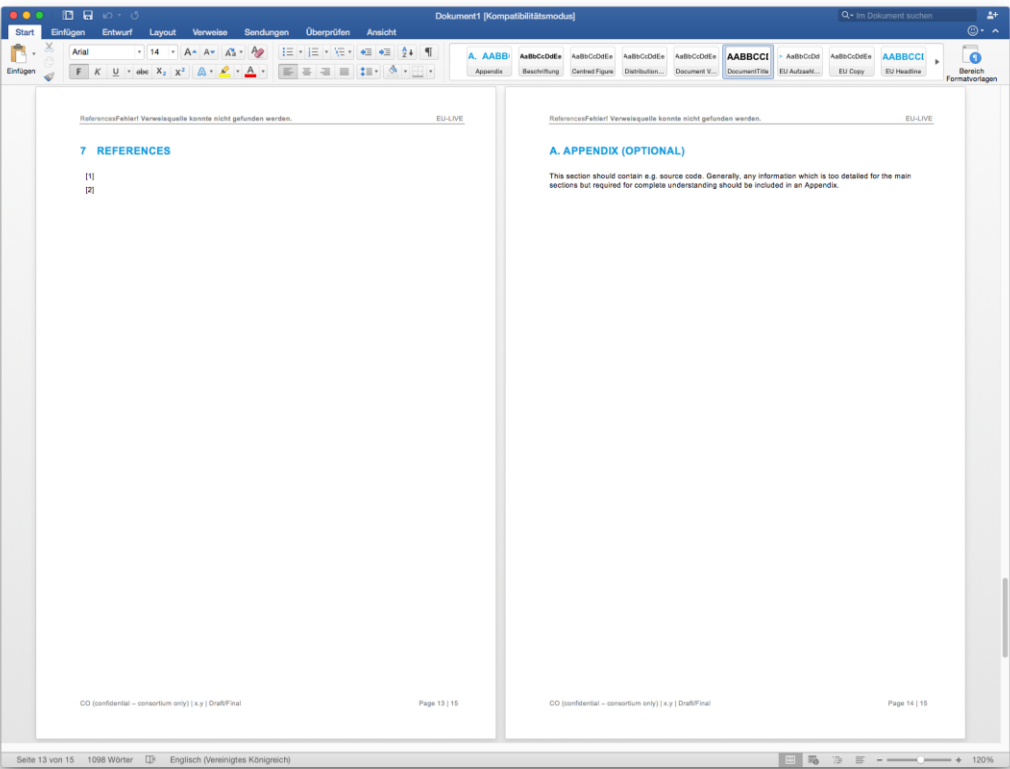
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 653203.

Seite 1 von 15 1098 Wörter English (Vereinigtes Königreich)

[illegible]







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MEETING MINUTES

MEETING INFORMATION

Title	Topic of the meeting	WPTask@alirecable	WZx.xA
Objectives	Purpose of the meeting	MeetingAB/EB/GA	AS
Location	Date/Time	2014-03-01 23:59	Duration x mins
Organizer	Name, organization		

INVITED/PRESENT

Name and Role	Organisation	Present
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

AGENDA

Description	Owner/presenter	Start/Duration
1.		
2.		

1

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AGENDA

-
-
-

NOTES

- Objective, tasks affected; relevant documents (linked below); etc
-
-
-

DECISIONS/CONCLUSIONS

-
-
-
-

DEFINED TASKS

Agenda Link	Description	Person Responsible	Due/Duration
1.	Defined Task	I	
2.			
3.			
4.			

2

EU-LIVE Flyer



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PROJECT CONSORTIUM
















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MOBILITY THAT INSPIRES:

COMPREHENSIVE MODULAR STRATEGY

CHALLENGE


Future urban mobility calls for more space for people and less space for cars as well as for environmentally compatible vehicle concepts, saving resources and minimizing local noise and air pollutant emissions. Here motor vehicles in the L-category offer an interesting complementary solution to public transport, walking and cycling. Yet, at present, L-category vehicles are still not sufficiently attractive to end users due to their relatively high prices.

VISION

EU-LIVE – “Efficient Urban Light Vehicles”, a European R&D project funded by Horizon 2020, will come up with a comprehensive solution covering a wide range of L-category vehicles i.e. a comprehensive platform for the next generation of electrified, cost- and energy-efficient light urban vehicles. It will enable economies of scale by providing modular powertrains as well as bodies and an integrated modular co-simulation platform. Thus, EU-LIVE will enhance the competitive position of the European vehicle industry and make an important contribution to a sustainable future mobility system.

INTERNATIONAL CONSORTIUM

The EU-LIVE project is carried out by an international consortium with comprehensive expertise in the areas related to vehicle research and development. It consists of major European manufacturers of passenger cars and L-category vehicles, Tier 1 suppliers of components and sub-systems, SMEs and research centres specialized in mobility and the automotive sector. The know-how of this interdisciplinary think-tank ensures the sustainable market exploitation of the project results.



*L-category vehicles comprise motor vehicles such as scooters, 3-wheelers and light 4-wheelers, weighing less than 450 kg

EU-LIVE Rollup



EU-LIVE Invitation



PROJEKTSTART EU-LIVE

Europäische Spitzenforscher und -hersteller entwickeln smarte Leichtfahrzeuge

Ein europäisches Konsortium aus führenden Fahrzeugherstellern, Zulieferern und Forschungseinrichtungen entwickelt eine umfassende Lösung für die nächste Generation elektrifizierter, kosten- und energieeffizienter Leichtfahrzeuge.

Bislang einzigartig an EU-LIVE (Efficient Urban Light Vehicles) ist der modulare Entwicklungsansatz, der eine Fülle unterschiedlicher Antriebe, Karosserieformen und Designs kostengünstig und einfach realisierbar machen soll. Im Zentrum steht dabei die - für Leichtfahrzeuge erstmalig -

durchgängige Modularität von voll- und teilelektrifizierten Antriebssträngen inkl. Radnabenmotoren, aber auch von Karosserieaufbauten für unterschiedliche Einsatzzwecke.

Das Projekt EU-LIVE wird vom Grazer Forschungszentrum VIRTUAL VEHICLE koordiniert und bündelt das Know-how von 12 Partnern aus sechs Ländern, darunter zwei große europäische Fahrzeughersteller (PSA Peugeot Citroën, Peugeot Scooters) sowie zahlreiche prominente Zulieferer und renommierte Forschungseinrichtungen.

Wir freuen uns, für diese Veranstaltung zwei renommierte Experten des EU-LIVE Konsortiums begrüßen zu dürfen:

Bruno JAMET
Peugeot Scooters, Frankreich

Klaus GRIESHOFFER
SAMSUNG SDI Battery Systems GmbH, Österreich

Wir freuen uns auf Ihr Kommen!

Dr. Jost BERNASCH
Geschäftsführer
VIRTUAL VEHICLE

Dr. Werner ROM
Arealeiter „Cross Domain“
VIRTUAL VEHICLE
Projektkoordinator EU-LIVE



EU-LIVE
EFFICIENT URBAN
LIGHT VEHICLES



PROJECT CONSORTIUM

























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HORIZON 2020 – GV5


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 653203

Um Anmeldung wird gebeten:
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virtual vehicle

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PLAN
TU Graz - Campus
Inffeldgasse



virtual vehicle
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