

**NEXT GENERATION
NETWORKS**

Marketing and PR Report
April 2017
Electric Nation



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Glossary

Abbreviation	Term
EV	Electric vehicle
PR	Public relations
WPD	Western Power Distribution

1 Introduction

This report provides a comprehensive overview of all marketing and public relations (PR) activity that has taken place for the Electric Nation project (the Project) from project start in May 2016 through to April 2017. EA Technology manages all aspects of marketing and PR for the Project on behalf of Western Power Distribution (WPD) and its project partners and suppliers. Automotive Comms was appointed as preferred supplier to deliver strategic direction and all associated marketing and PR services for the Electric Nation project, under an Invitation to Tender process which ran through May – June 2016.

1.1 Electric Nation

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.

Electric Nation, the world's largest electric vehicle (EV) trial, is revolutionising domestic plug-in vehicle charging. By engaging 500-700 plug-in vehicle drivers in trials, the project is answering the challenge that when local electricity networks have 40% - 70% of households with electric vehicles, at least 32% of these networks across Britain will require intervention.

The project is developing and delivering a number of smart charge solutions to support plug-in vehicle uptake on local electricity networks. A key outcome will be a tool that analyses plug-in vehicle related stress issues on networks and identifies the best economic solution. This 'sliding scale' of interventions will range from doing nothing to smart demand control, from taking energy from vehicles and putting it back into the grid, to traditional reinforcement of the local electricity network where there is no viable smart solution.

The development of the project deliverables is being informed by a large-scale trial involving plug-in vehicle drivers that will:

- Expand current understanding of the demand impact of charging at home on electricity distribution networks of a diverse range of plug-in electric vehicles - with charge rates of up to 7kW+, and a range of battery sizes from 20kWh to 80kWh+.
- Build a better understanding of how vehicle usage affects charging behaviour.
- Evaluate the reliability and acceptability to EV owners of smart charging systems and the influence these have on charging behaviour. This will help to answer such questions as:
 - Would charging restrictions be acceptable to customers?
 - Can customer preference be incorporated into the system?
 - Is some form of incentive required?
 - Is such a system 'fair'?
 - Can such a system work?

The results of this project will be of interest and will be communicated to the GB energy/utility community, UK government, the automotive and plug-in vehicle infrastructure industry and the general public.

2 Aims and Objectives

2.1 Recruitment

A key aim of marketing and PR under the Electric Nation project is to demonstrably support DriveElectric's customer recruitment goals to achieve 500-700 WPD customers recruited into the project trials by April 2018. To this end, weekly project management telephone calls have been organised by EA Technology between itself, Automotive Comms and DriveElectric to ensure that the marketing activity is providing the recruitment campaign with the tools that it needs in order to boost and maintain customer engagement in the project. WPD is invited onto these calls on an ad hoc basis to keep the WPD team informed, engaged and updated as required.

2.2 Dissemination

Formal reporting and dissemination of information and results, being technical where appropriate, is required to relevant government-related organisations such as Ofgem, OLEV, BEIS and DfT, as well as the utilities (including all GB distribution network operators, energy suppliers and generators), energy industry and consultants. The main message to these stakeholders is focused on progress and results of the trial, and technical measures that can be adopted around electric vehicle demand management, and potentially vehicle to grid technologies.

More general and less technical cross-sector and customer dissemination of information and results will be directed to Government, public sector, academic and professional bodies and institutions, and to the general public to an extent.

3 Marketing and PR Strategy

The first step towards a cohesive and effective marketing strategy was taken on 2 June 2016, with a marketing strategy workshop held at EA Technology, with all project collaboration partners involved – Western Power Distribution, EA Technology, DriveElectric, TRL and Lucy Electric GridKey. Under the direction of Paul Clarke, Automotive Comms, this workshop established the brand aims, key messages and marketing activity to be delivered under Electric Nation, against the backdrop of project deliverables.

Automotive Comms presented its recommendations on brand and overall marketing strategy to key project collaboration partners on 28 June; this included the recommendation of the public-facing name ‘Electric Nation’ for the CarConnect project, and mood boards to offer visual branding options.

The strategy established a uniform approach to describing the project, its funding mechanism and key collaboration partners, together with both a long and short summary for the project, as well as the key communication messages for use by all project partners and suppliers.

Uniform project description – to be included in all project communications

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD’s collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.

Long summary

The Electric Nation project will develop and deliver a number of smart charge solutions to support plug-in vehicle uptake on local electricity networks. A key outcome will be a tool that analyses plug-in vehicle related stress issues on networks and identifies the best economic solution. This ‘sliding scale’ of interventions will range from doing nothing to smart demand control, from taking energy from vehicles and putting it back into the grid, to traditional reinforcement of the local electricity network where there is no viable smart solution.

The development of the project deliverables will be informed by a large-scale trial involving plug-in vehicle drivers that will:

- 1. Expand current understanding of the demand impact of charging at home on electricity distribution networks of a diverse range of plug-in electric vehicles - with charge rates of up to 7kW+, and a range of battery sizes from 20kWh to 80kWh+.*
- 2. Build a better understanding of how vehicle usage affects charging behaviour.*
- 3. Evaluate the reliability and acceptability to customers of controlling the demand for electricity/taking energy from vehicles and putting it back into the grid.*

The results of this project will be of interest and will be communicated to the GB energy/utility community, to UK government, to the automotive and plug-in vehicle infrastructure industry and to the general public.

Short summary

Electric Nation, the world's largest EV trial, is revolutionising domestic plug-in vehicle charging. By engaging up to 500-700¹ plug-in vehicle drivers in trials, the project is answering the challenge that when local electricity networks have 40% - 70% of households with electric vehicles, at least 32% of these networks across Britain will require intervention. Electric Nation is pioneering our electric future.

3.1 Key recommendations

The strategy identified the need to intercept buyers of plug-in vehicles before orders for vehicles and charge points are placed. These customers must live in WPD's area of the South West, South Wales, and Midlands; map and postcode checker to be developed and used in the maximum amount of communication and housed on the Project's website. The strategy also identified the following:

- DriveElectric to encourage people taking out new plug-in leases to take part
- Need to encourage manufacturers, and critically their dealers, to promote the project
- Wider marketing, communication and PR, ultimately targeting all people who may be considering buying a plug-in vehicle in the near future

Managing expectations is critical to Electric Nation; there may be people who are keen to take part but who may not be able to do so due to a number of reasons, such as:

- They are outside of the initial areas
- Their property may not be suitable to have a charging point installed
- They may have to wait too long to acquire a vehicle
- All places for their vehicle technology may be already filled

Therefore, the Project has to be careful to manage expectations in all its communication and wording should stress phrases such as "subject to eligibility and availability" etc.

Trial participants and conduits to engagement / recruitment are:

- Potential trial participants, i.e. primarily prospective plug-in vehicle buyers
- DriveElectric customers
- Plug-in vehicle manufacturers and their dealers
- The Go Ultra Low Cities of Milton Keynes, Bristol and Nottingham / Derby through the relevant delivery organisations and Councils
- Low carbon/low emission automotive organisations (e.g. LowCVP)
- EV charge point/equipment suppliers and installers, particularly those companies contracted by DriveElectric to install the smart chargers under the Project
- Other automotive industry organisations (e.g. SMMT)

¹ Updated from '500' in the first strategy draft, June 2016, to '500-700' in a marketing strategy update session, October 2016.

4 Progress 2016 – 2017

4.1 Gearing up to project launch

Table 4.1 summarises the marketing and PR activity that took place between June and September 2016. During this time period, all activity was geared towards establishing the brand and marketing collateral ready for the launch of the project recruitment drive at Cenex LCV, in September 2016.

Table 4.1: Marketing and PR activity June – September 2016

Item	Detail	Appendix
Marketing Strategy	Sets the scene for all marketing and PR activity including branding, approach, aims and objectives	Appendix 1
Branding	Electric Nation brand established	Appendix 8
Photography / digital image creation	Professional suite of iconic yet inclusive images taken for use in all project marketing collateral	
Exhibition stand/s	Four pull-ups and panels for LCV designed and produced	Appendix 2 and 4
Website	Key recruitment tool including online postcode checker, industry & project news, EV / PHEV details	Appendix 4
Electric Nation film	Produced for September launch to explain the project and invite trial interest	Appendix 4
Branded email and PowerPoint templates	Templates for use by project partner staff	Appendix 9
Video	Brief animated introduction to the project	Appendix 4
Branded 'Giveaways'	For delegates at LCV and future events: branded USB sticks, branded pens	
PR	Press release template and first release ready for main launch at LCV event 14 September 2016	Appendix 4
E-Newsletter/s	Creation of template; first edition populated and distributed to raise awareness of the project	Appendix 5
Customer Information Pack	Booklet to inform members of the public who may be interested in participating in the trial	Appendix 4
Welcome Pack	Booklet to provide further information to trial participants,	Appendix 4
Posters	To raise awareness of project and EV test drives at WPD offices and depots	Appendix 4
Electric Nation desktop model	Managed by EA Technology; Amalgam Modelmakers used to design and produce a model	Appendix 3
Guide for WPD call centre staff	Short information leaflet, including relevant contact details, to brief WPD call centre staff in	Appendix 6

	case they are contacted by members of the public requiring more information.	
PR guidelines for project partners	Protocol to inform staff working for project partner organisations	Appendix 6
Social media policy	Protocol to inform staff working for project partner organisations	Appendix 6
Fully Charged film	You Tube film, created by EV icon Robert Llewellyn in partnership with Electric Nation to publicise the project and explain the need for the trial	Appendix 4
Other	LCNI Conference, Manchester, 11-13 October 2016 – liaison with WPD over stand design	Appendix 3
Twitter account	Launched at LCV 2016	Appendix 7

4.2 Marketing and PR activity October 2016 – April 2017

Following the launch of Electric Nation and its recruitment drive at LCV in September 2016, marketing and PR activity focused on forging strategic partnerships with the Go Ultra Low cities in WPD’s licence areas (namely Nottingham/Derby, Milton Keynes and Bristol), developing the marketing collateral including website, and supporting DriveElectric in its engagement with customers and automotive OEMs to recruit trial participants into the project. Table 4.2 summarises this ongoing activity.

Table 4.2: Marketing and PR activity October 2016 – April 2017

Item	Detail	Appendix
Website	Regular updating to keep relevant and to provide as much information as possible to potential and actual participants, addition of news articles	Appendix 4
Social film	A very short film explaining the project intended for dissemination by online mediums such as Facebook	Appendix 4
Brochure	For recruitment and explaining project to stakeholders	Appendix 4
PR	Press releases publicising key project milestones such as first installations in geographic localities.	Appendix 4a
E-Newsletters	E-Newsletter to inform participants and stakeholders about project progress	Appendix 5
Customer Information Pack	Updated to ensure current content	Appendix 4
Welcome Pack	Updated to ensure current content	Appendix 4
Twitter	Used to raise awareness and disseminate project news	Appendix 7
Facebook	Creation of and posting Facebook pages to provide information about the project	

Social media forums	Monitoring and posting of relevant online forum, for example EV owners forums	N/A
Attendance at recruitment events	For example, events organised in Nottingham and Swansea	N/A
AdWords	Online advertising service – links key words to content of web pages shown to users	N/A
Radio	PR has resulted in participants being invited to contribute to local radio shows	N/A
Bumper Sticker	For sticking on participants EVs	Appendix 4
Charge point sticker	For sticking on participants charge points; provides project contact details if required	Appendix 4
Brochure for Renault	Project brochure specifically for use in Renault dealerships	Appendix 4
Branding for test rig	Branding and information to go on the project test rig	Appendix 4

4.3 Dissemination – attendance at events

EA Technology, often with WPD, has attended a number of relevant industry events to raise the profile of the Electric Nation project and to share early learning around trial set up including commissioning the test rig at Capenhurst, pilot trials and smart charger installations, installer training and the first trial installations. It is also incumbent on a project of this nature to raise awareness of its existence amongst the industry to guard against project duplication. Table 4.3 details the events attended at which EA Technology has presented on the project, the audience composition and estimated audience numbers.

Table 4.3: Dissemination at events September 2016 – April 2017

Event title	Date	Stakeholder type	Audience numbers (estimated)
Cenex LCV2016	14-15 September 2016	Automotive, Government	200 / 3,000 delegates)
EA Technology 50 th Anniversary	16 September 2016	DNO	100
EV Network Group	22 September 2016	Automotive, utilities, Government	15
LCNI 2016	12-13 October 2016	DNO	300
V2G Workshop (LEVEL / Cenex)	14 December 2016	Automotive, technology suppliers, Government	75
REA Connected Systems, EVs, Energy Storage	8 February 2017	Technology suppliers, DNO, Government	75
New Energy Forum Roundtable: EVs	2 March 2017	Energy sector, DNO, technologists, Innovate UK	20
Smart Energy Marketplace	28 March 2017	Energy sector, DNOs, Government, communities	200

4.4 Social media

Social media is recognised as a key tool to support both trial participant recruitment activity and dissemination in the Electric Nation project. All project-related social media activity is supported by a WPD approved Social Media Policy (Appendix 6), which has been circulated to all project partners and suppliers.

4.4.1 Twitter

Responsibility for managing the Twitter account is split between EA Technology and DriveElectric. This approach maintains the delineation between DriveElectric and its customer interface role, and EA Technology, which must have no direct communication with customers, as per the project's Customer Engagement Plan.

EA Technology is responsible for:

- Maintaining a pipeline of relevant EV-industry related news tweets (and retweets)
- Tweeting news directly linked to the Electric Nation Twitter account
- Tweeting Electric Nation project updates to support learning dissemination activities on behalf of the project and its partners / suppliers

DriveElectric is responsible for:

- All customer interaction and communications through the Electric Nation Twitter account. This includes responding to all queries, complaints and comments in general in a timely manner
- Monitoring the Electric Nation Twitter account on a daily basis to enable timely responses, and to manage unwanted contacts
- Scheduling daily / bi-daily tweets to support recruitment activities
- Tweeting about Electric Nation EV test drive events and related recruitment activities

The Electric Nation Twitter account (@ElectricNation_) was launched at LCV 2016 to align with the official launch of the project and its recruitment activity. It was given a significant boost by virtue of Robert Llewellyn retweeting on behalf of the project, to his 137.6k followers. To date, the Electric Nation Twitter account has 716 followers, has tweeted 309 times, and achieves a good level of retweet activity, including regular retweets by WPD, the Office for Low Emission Vehicles, and project partners and suppliers.

4.4.2 Blogs

EA Technology's Gill Nowell has published Electric Nation-focused blogs on the Institution of Mechanical Engineers' website and LinkedIn.

<http://www.imeche.org/news/news-article/the-trials-and-tribulations-of-velcro-and-an-at-lcv2016>

<https://www.linkedin.com/pulse/trials-tribulations-velcro-lcv2016-gill-nowell>

4.4.3 LinkedIn

Managed by EA Technology, Electric Nation has a LinkedIn Group that currently has 44 members from across automotive / energy / DNO stakeholder groups. It is used on a relatively infrequent basis to deliver news items and event details at which the project and its partners will be appearing. The Group will become more active once the project starts to deliver trial results and learning.

4.4.4 Facebook

Electric Nation has a Facebook page that is customer-facing and is therefore managed by DriveElectric, albeit its set up was supported by Automotive Comms to ensure branding and message were in line with strategy. Progress on this front will be reported under separate cover by DriveElectric.

4.5 PR report

Four press releases have been issued over the lifetime of the project to date. These can be found in Appendix 4.

14 September 2016 (in conjunction with launch of Electric Nation at LCV2016)
New Electric Vehicle owners are invited to join the Electric Nation Community

21 February 2017 (first participant install, Malvern)
Installation of free smart chargers gets underway for electric vehicle owners

3 March 2017 (relating to participant install in Newark, and the Geneva Motor Show)
More electric cars to be unveiled at the Geneva Motor Show, but are the UK's local electricity networks ready?

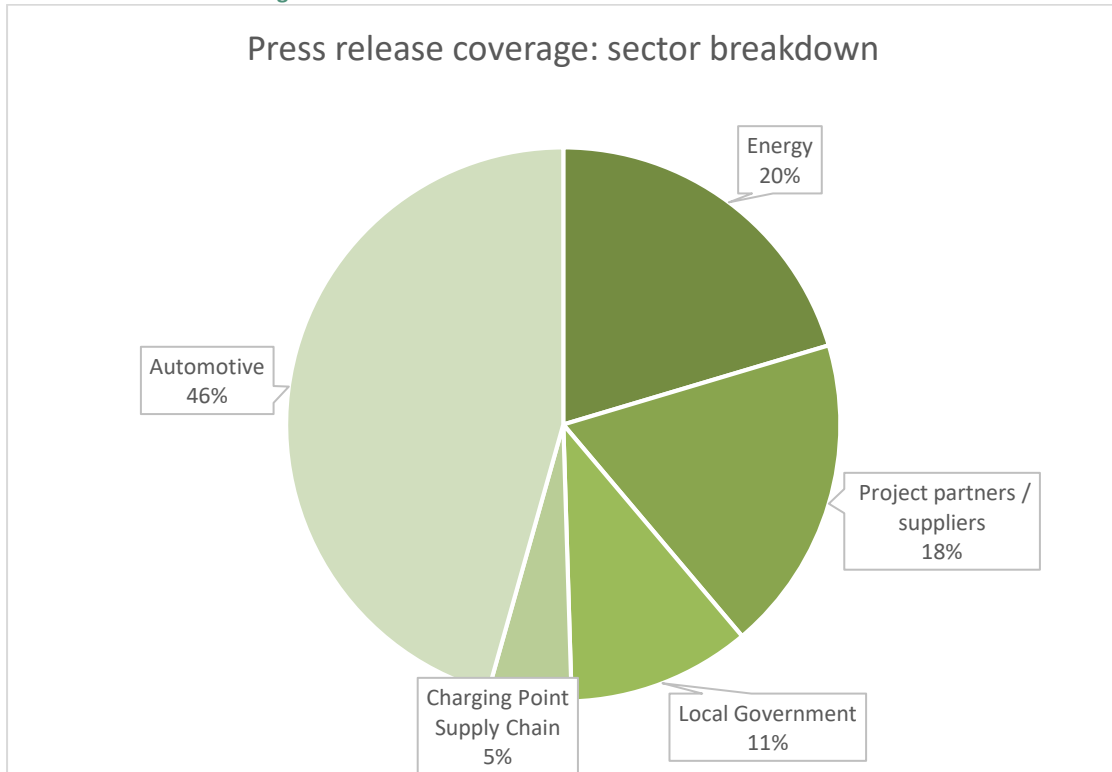
31 March 2017 (install for the ex-Mayor in Milton Keynes)
Free home smart chargers for electric vehicle owners are rolled out in Milton Keynes

They have received coverage in over 103 online media outlets (see Appendix 11 for details and links), as well as in various printed media; there have been at least three radio interviews given to local media. These radio interviews have focused on the Milton Keynes area and have been given to local BBC and independent radio stations, by smart charger installers and enthusiastic trial participants, notably a former Mayor.

Each press release, where there is an automotive angle, is issued via Newspress: <http://www.newspress.co.uk/public/Login.aspx>. Newspress reaches more than 3,000 accredited, approved journalist users. The releases are also issued through Cision PR software (<http://www.cision.co.uk>), a media software tool that reaches a targeted 200 motoring media out of over 5,000 on the database, including around 50 energy media out of a similar total number - both of these include trade titles and national media. Finally, Automotive Comms has built up a list of over 200 industry media contacts, covering relevant local and national media.

Other Electric Nation items have been covered as news on the Electric Nation website, such as the milestone of 100 smart charger installations achieved ahead of schedule on 24 April 2017 (Appendix 4a), and shared extensively on social media.

Figure 4.1: Press release coverage: sector breakdown



The breakdown of coverage by sector in Figure 4.1 shows that almost half of the coverage is by automotive publications, one fifth by energy media, with almost the same proportion attributable to Electric Nation project partners and suppliers. It has been an aim of the marketing and PR strategy from the outset to encourage uptake and dissemination of press releases by the collaboration partners and suppliers. Local Government coverage is at 11%, with charging point suppliers and installers responsible for 5% of the PR coverage. The latter can be traced back to the charging point installers that are contracted by DriveElectric to install the smart chargers for Electric Nation.

5 Next steps

The marketing and PR plan for 2017 (see Appendix 10) gives an overview of marketing activity that is scheduled from April to December 2017. It covers marketing and PR relating to both dissemination and recruitment; events, award opportunities, project newsletters, press releases, social media, and WPD engagement in PR activity in line with both recruitment and customer research deliverables.

The Project team at EA Technology will continue to work alongside project partners to ensure that all marketing and PR activity supports partners to achieve their deliverables. It is envisaged that in order to achieve recruitment targets, momentum will need to be maintained around marketing and PR input; there is still engagement work to be done with Bristol and Milton Keynes Go Ultra Low delivery partners, as well as continued engagement with automotive OEMs in support of engaging new trial participants into the Project's trial programme.

Highlights in the next six months will be events such as the LowCVP annual conference in June, and Cenex LCV in September 2017, at which Electric Nation will have a major presence through a shared stand with WPD. These two events will be ideal opportunities at which to disseminate early learning and continue to raise the profile of the Project, of smart charging, and of its trial engagement opportunities.

Appendix 1 – Electric Nation Marketing & Communications Strategy

Figure 1: Front page of the Electric Nation Marketing and Communications Strategy



Appendix 2 – CENEX LCV Exhibition

Figure 2: Gill Nowell, EA Technology being interviewed by Robert Llewelyn for the Fully Charged film on the Electric Nation stand at LCV



Figure 3: Gill Nowell, EA Technology talking about Electric Nation and showing the project video at LCV



Appendix 3 - LCNI Conference, Manchester

Figure 4: Gill Nowell, EA Technology, demonstrating the Electric Nation model at the LCNI Conference



Figure 5: Demonstration model at LCNI conference



Appendix 4 – Marketing collateral

Figure 6: Project pull-up



Figure 7: Branding and information on the Electric Nation test rig

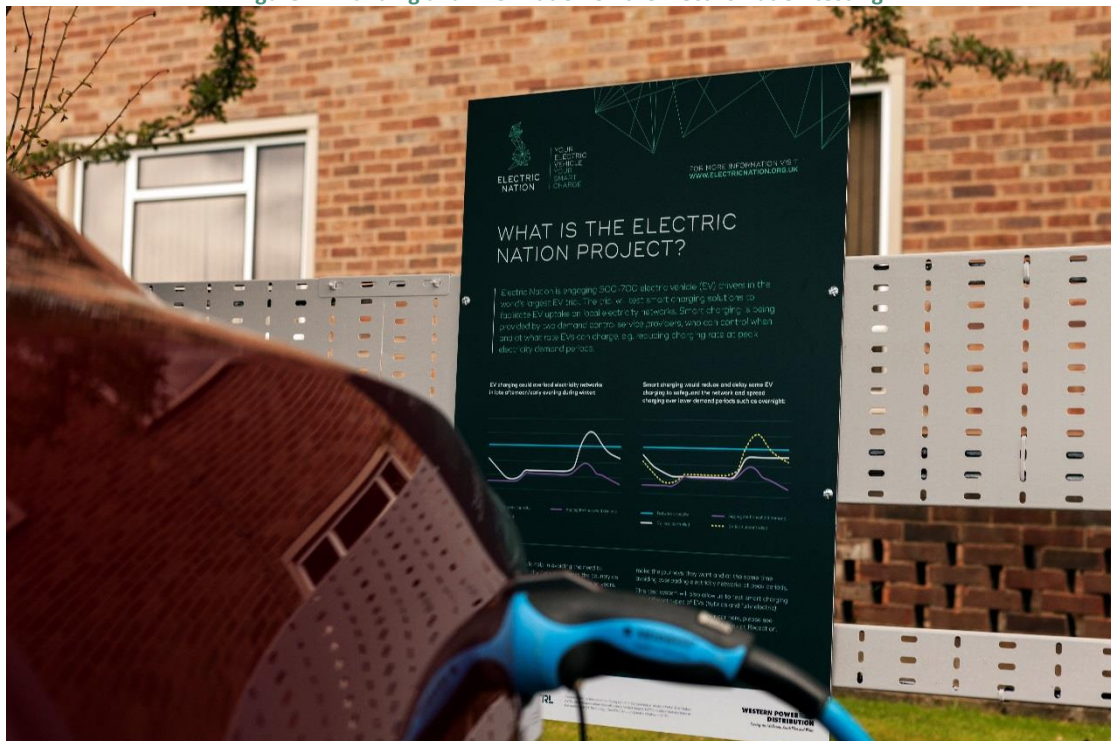


Figure 8: Branding on the test rig during the EA Technology 50th Birthday celebrations



Figure 9: Information on stickers for participant's charge points

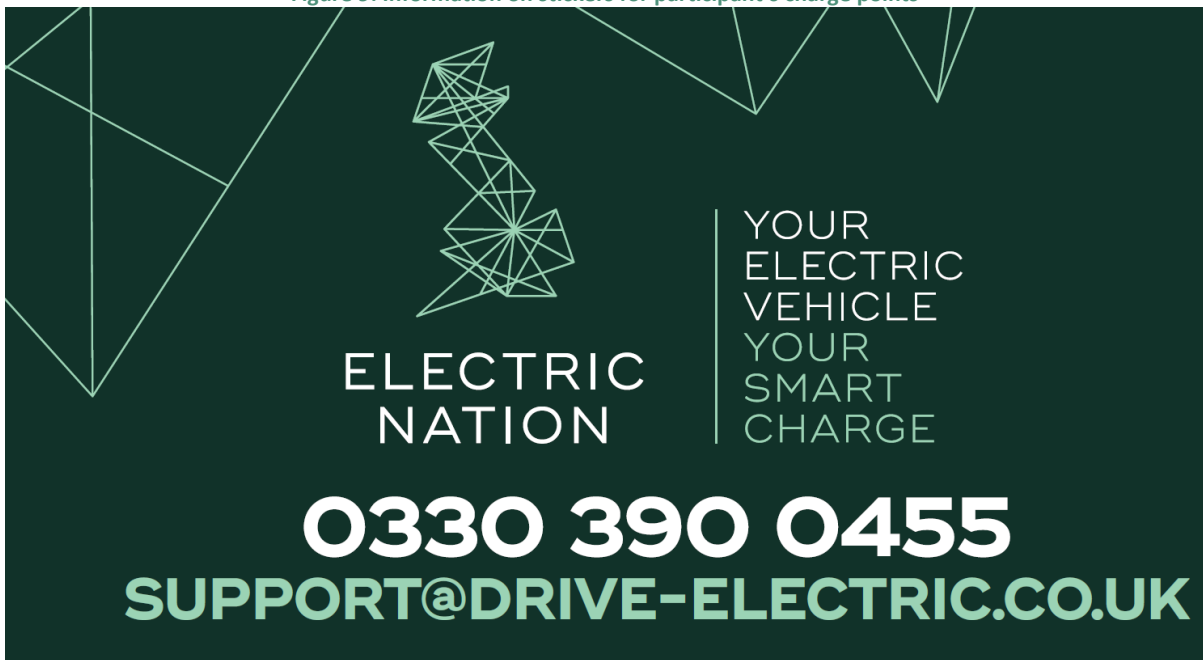


Figure 10: Bumper sticker for Electric Nation participants



Figure 11: Poster template populated for an event

ELECTRIC NATION

YOUR ELECTRIC VEHICLE YOUR SMART CHARGE

BE PART OF THE ELECTRIC NATION COMMUNITY

We're looking to recruit 500-700 people who are buying or leasing a new electric vehicle to take part in a trial to ensure the UK can charge EVs at peak times as their numbers rise. Trial participants will get a free* smart charger installed.

FIND OUT MORE AT
WWW.ELECTRICNATION.ORG.UK

RIDE AND DRIVE
ELECTRIC VEHICLE EVENT
Thursday 15th December 2016
WPD DEPOT GRANTHAM CARPARK
11am to 5pm

WPD EMPLOYEES ARE INVITED TO TAKE A LOOK AT A RANGE OF ELECTRIC VEHICLES. PLEASE BRING YOUR DRIVING LICENCE IF YOU WOULD LIKE TO TAKE A TEST DRIVE.
To book a place please contact **Laura Wilford** on: 01332 276636 or email: wilford@westernpower.co.uk
PLEASE ARRIVE 15 MINS PRIOR TO YOUR CONFIRMED TEST DRIVE TIME SLOT

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COLLABORATION PARTNERS

Serving the Midlands, South West and Wales

Figure 12: Electric Nation project leaflet

BE PART OF THE ELECTRIC NATION COMMUNITY

If you're buying or leasing an electric vehicle (EV) – including pure electric and plug-in hybrid – you're invited to become part of the Electric Nation community. If you join Electric Nation you will get a free* smart charger. The Electric Nation project is trialling a smart charging solution so you'll also be helping to make sure our electricity networks can cope with the increasing numbers of electric vehicles expected in the future. Participation in the Electric Nation trial will be limited to those living in the Midlands, South West and South Wales.

*Subject to eligibility and conditions, please see the Electric Nation website for more information

ABOUT ELECTRIC NATION

The Electric Nation project aims to provide local electricity network operators with the tools to ensure that their networks can cope with charging increasing numbers of electric vehicles, whilst avoiding the expense and disruption of digging up roads to replace cables.

FOR MORE INFORMATION AND TO CHECK ELIGIBILITY
WWW.ELECTRICNATION.ORG.UK
 0333 300 1050
ELECTRICNATION@DRIVE-ELECTRIC.CO.UK

COLLABORATION PARTNERS

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BUYING OR LEASING AN ELECTRIC VEHICLE? GET A FREE UPGRADE TO A HOME SMART CHARGER

YOUR ELECTRIC VEHICLE YOUR SMART CHARGE

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

ELECTRIC NATION IS TRIALLING A SOLUTION TO MANAGE EV CHARGING CHALLENGES

The UK electricity system has sufficient capacity to deliver energy to electric vehicles, however recent research suggests that if clusters of EVs develop in local areas and they're all charged simultaneously then some local electricity networks may require costly reinforcement.

A smart charging system, such as the one being trialled in Electric Nation, could alleviate the stress on the electricity network caused by clusters of EVs charging at the same time.

Electric Nation is recruiting 500 to 700 people buying or leasing any model of EV (including pure electric or plug-in hybrid) to take part in the largest trial of its kind.

TRIAL PARTICIPANTS WILL GET A FREE* SMART CHARGER INSTALLED

BENEFITS INCLUDE:

- + This smart charger is one of the latest, most intelligent on the market
- + It can give you data on your charging history
- + The smart charger will be capable of providing demand control services, including altering the rate of charging of your car
- + The smart charger has a power rating of 7kW, which can charge an EV up to twice as fast as a 3kW home charge point, if the vehicle is capable of being charged at this rate
- + The smart charger is much faster and safer than charging from a domestic three pin socket
- + It will have the latest functionality as software updates can be carried out remotely
- + Issues with your smart charger can be diagnosed and often fixed remotely.

The smart charger is yours to keep after the end of the Electric Nation trial.


*Subject to eligibility and conditions, please see the Electric Nation website for more information

WHAT WILL THE TRIAL INVOLVE?

- + Trial participants will charge their vehicles using the smart charger provided when they need to charge their EV at home. The smart charger may reduce or pause charging from time to time, albeit with the aim of providing the charge that you need to use your EV.
- + Some participants will have access to a mobile device app which allows them to enter information about their journey preferences and receive information about when they've charged their car and any times when their charging may be controlled.
- + Participants will be required to take part in customer research designed to investigate their experience of owning an EV and of charging it, including the acceptability of the charge control solution. This will take the form of surveys and interviews.

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

Figure 13: Leaflet produced for Renault dealers




ELECTRIC NATION
YOUR ELECTRIC VEHICLE YOUR SMART CHARGE

BUYING OR LEASING AN ELECTRIC VEHICLE? GET A FREE UPGRADE TO A HOME SMART CHARGER

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

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*Subject to eligibility and conditions, please see the Electric Nation website for more information



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- + The smart charger is much faster and safer than charging from a domestic three pin socket
- + It will have the latest functionality as software updates can be carried out remotely
- + Issues with your smart charger can be diagnosed and often fixed remotely.

The smart charger is yours to keep after the end of the Electric Nation trial.

*Subject to eligibility and conditions, please see the Electric Nation website for more information





WHAT WILL THE TRIAL INVOLVE?

- ✦ Trial participants will charge their vehicles using the smart charger provided when they need to charge their EV at home. The smart charger may reduce or pause charging from time to time, albeit with the aim of providing the charge that you need to use your EV.
- ✦ Some participants will have access to a mobile device app which allows them to enter information about their journey preferences and receive information about when they've charged their car and any times when their charging may be controlled.
- ✦ Participants will be required to take part in customer research designed to investigate their experience of owning an EV and of charging it, including the acceptability of the charge control solution. This will take the form of surveys and interviews.



ABOUT ELECTRIC NATION

The Electric Nation project aims to provide local electricity network operators with the tools to ensure that their networks can cope with charging increasing numbers of electric vehicles, whilst avoiding the expense and disruption of digging up roads to replace cables.

FOR MORE INFORMATION AND TO CHECK ELIGIBILITY
WWW.ELECTRICNATION.ORG.UK
 0333 300 1050
ELECTRICNATION@DRIVE-ELECTRIC.CO.UK

COLLABORATION PARTNERS

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.



**WESTERN POWER
DISTRIBUTION**
Serving the Midlands, South West and Wales

Figure 14: Electric Nation Customer Information pack



ELECTRIC NATION

YOUR ELECTRIC VEHICLE
YOUR SMART CHARGE

CUSTOMER INFORMATION PACK





Electric Nation is seeking to recruit between 500-700 people buying or leasing an electric vehicle (EV) (including pure electric and plug-in hybrids) to take part in the largest trial of its kind. Participants will charge their cars at home using a smart charger which can manage when and how their vehicle battery charges. The findings of the trial will help electricity network operators to manage the effect of the additional load caused by charging EVs on the local electricity network. This is essential for the security of electricity networks in the future and the decarbonisation of the transport sector which is responsible for approximately 21% of the UK's greenhouse gas emissions.

PURPOSE OF THE TRIAL

The Electric Nation project has a number of aims. Firstly, it seeks to increase understanding of the impact of charging a variety of EVs on the local electricity network. This includes understanding the way that charging behaviour is impacted by different battery sizes and charging rates. The trial will also investigate a smart charging system that may help local network operators manage car

charging on their networks to alleviate potential issues. This smart charging system will interact with participants' smart chargers (provided by the trial) to manage car charging. The smart charging system will balance the capacity of the electricity network with customers' needs to use their EVs. The project will then investigate the acceptability to customers of delaying vehicle charging or changing the charging rate.

TAKING PART IN THE TRIAL

CHECKLIST

- To be eligible to participate in the Electric Nation trial applicants will need to:
- Have an order, or already be using, a suitable EV available for use during the trial. To check if a vehicle is suitable, please see the project website
 - Be eligible for any available OLEV Home Charge Scheme grant*
 - Live in the Western Power Distribution (WPD) licence areas. To check if you live in the Western Power Distribution licence areas please see our website
 - Understand the trial and agree to participate
 - Have home broadband installed for the duration of the trial
 - Have off-street parking

* If the Home Charge Scheme grant is NOT available customers can still participate, however additional costs will be incurred

Participants will use their EVs normally, and be provided with a smart charger to allow them to charge their vehicle at home. We'll use the charger and a secure communications unit (connected to the internet via home broadband) to collect data about their car charging habits (when they charge, at what rate, how much energy is used and when the car is plugged in). For some participants we will also gather information about the length of journeys that they are undertaking and their battery charge state. This will be gathered from the electric vehicle.

Some participants will receive an app that will receive notifications when their charging has been controlled as part of the trial. The app can also be used by the participant to provide preference information that will help ensure that their car is charged when they need it.

Part of the trial will involve the simulation of network events that may require the car charge to be paused or the charging rate altered. This will take into account the participant's needs, and when they require their electric vehicle if this information is available. This may result in an electric vehicle not receiving a 100% charge, however the smart charging system will endeavour to provide a charge level suitable for participant's use.

We'd like to understand how participants react to the smart charging system, so participants will also need to complete a number of customer research questionnaires during the trial.



ABOUT THE PROJECT

EVs are becoming increasingly common on UK roads. Public charging points are becoming more widely available, new models of vehicles are being introduced with larger batteries, and home EV charging stations are being released which charge vehicles faster. This is reducing many of the barriers that have prevented wider EV ownership, making them a mainstream choice.



THE GROWTH OF EVS
At the end of 2015 there were about 50,000 EVs on the roads in the UK. This included battery electric vehicles and plug-in hybrid electric vehicles. Forecasts suggest that by 2020 there will be over one million EVs. Between October 2013 and October 2015 registrations of EVs increased by 716%. In 2015 there were 32 types of EVs available to lease or purchase in the UK, this is set to increase to over 40 by 2017. EV charge rates and battery capacities are steadily increasing. This allows vehicles to achieve longer ranges and the customer base to increase.

The UK electricity system has sufficient capacity to deliver energy to electric vehicles, however recent research suggests that if clusters of EVs develop in local areas and they're all charged simultaneously then some local electricity networks may require costly reinforcement. Charging vehicles with larger batteries, at faster rates, and over longer periods could exacerbate this pressure. Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaborative partners in the project are EA Technology, DriveElectric, Lucy Electric, GridKey and TRL. The project aims to provide local electricity network operators with the tools to be able to ensure that their networks can cope with this massive new challenge, whilst avoiding replacing cables and substations.

THE NEED FOR THE PROJECT

The growth of EVs presents a new challenge for the UK's electricity transmission and distribution network operators. As groups of neighbours acquire EVs, localised clustering is likely to cause problems for the electricity network. It has been proven by the My Electric Avenue project that at least 30% of GB low voltage networks (the cables and substations nearest to homes and businesses) will require investment by 2020 if adoption of electrified transport is widespread. This would represent a present day cost of £2.2bn.

Battery sizes and charging rates have increased since the My Electric Avenue project so the impact on the electricity network will be greater.

THE LOCAL ELECTRICITY NETWORK

The Electric Nation project is focusing on the local electricity networks that supply homes and small businesses - the low voltage network. Electricity networks are run in a safe, secure, reliable and sustainable way to provide energy to local communities. This trial will help the Distribution Network Operators, who manage these networks, increase their understanding of the impact of EVs on their networks and how this impact could be reduced using smart chargers.

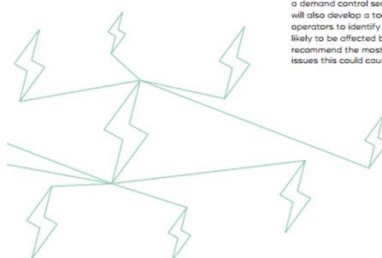
OBJECTIVES OF THE PROJECT

The Electric Nation trial aims to:

- 1) Expand current understanding of the impact an electricity distribution networks of charging a diverse range of electric vehicles at home. The My Electric Avenue project was able to build up a bank of knowledge, however this trial was confined to one type of EV with the same battery size and charging rate. This project is seeking to discover how the impact will be altered by different types of vehicles with different sizes of batteries that charge at different rates.
- 2) Build a better understanding of how vehicle usage affects charging behaviour given diversity of charging rates and battery size.
- 3) Evaluate the acceptability to owners of EVs of smart charging systems and the influence these have on charging behaviour. This will help to answer such questions as:
 - Would charging restrictions be acceptable to customers?
 - Can customer preference be incorporated into the system?
 - Is some form of incentive required?
 - Is such a system 'fair'?
 - Can such a system work?

WHAT WILL BE LEARNT?

The project will show how effective demand control using smart chargers is an alternative to costly network reinforcement. It will provide network operators with the information required to obtain a demand control service in the future. The project will also develop a tool that will allow local network operators to identify which parts of their network are likely to be affected by the future adoption of EVs and recommend the most economical solution to solve any issues this could cause.



FIND OUT MORE WWW.ELECTRICNATION.ORG.UK



ELECTRIC
NATION

TRIAL PARTICIPANT
REQUIREMENTS

WHAT WILL YOU, AS A TRIAL PARTICIPANT, BE REQUIRED TO DO?

BEFORE THE SMART CHARGER INSTALLATION

- We may need to survey your property to evaluate the cost of the smart charger installation. We will arrange this at your convenience and may require the following:
 - Access to property fuse box
 - Access for inspection of broadband router
 - Understand how the property's earth wiring is configured.
 - Access for inspection of proposed smart charger location
- The project has a limited budget for each individual installation, therefore upon survey completion, if it is deemed that a smart charger installation is over this allocated budget, a customer will be informed of the cost of the additional work. The customer can then either:
 - Not proceed
 - Agree to fund the additional work and proceed

WHEN THE CHARGER IS INSTALLED

- You will need to be at home on the arranged date the smart charge point is to be installed.
- We'll install a wall-mounted EV smart charger ready for you to charge your electric vehicle.
- All installations will be carried out by an approved, certified installer. They will complete all the necessary paperwork to obtain the OLEV Home Charge Scheme grant (where applicable), notify the network operator of the installation and get the charge point set up for the trial.
- The installer will require access to the property electricity distribution (fuse) board and may have to install an additional small distribution switch box.
- In addition to the installation of the smart charger, a power cable will be required to run from the distribution board to the smart charger.
- We'll also install some communications equipment which will consist of a small box the size of a broadband router that will be installed near your distribution box, an ethernet cable from the charger to the small box, and a unit which plugs into the back of the broadband router. The communications equipment means we're able to securely and reliably exchange information with the smart charger over the internet. In some circumstances this will require an additional cable to the router, however for the majority of participants this will not be required and communication will be wireless.
- After installation, you will be asked to complete two online surveys a few weeks apart providing information including contact details, some information about yourself and your household, how you charge and use your vehicle, and what you think about your new vehicle. Any information provided through the surveys will only be used for research purposes and will be kept confidential.

DURING THE TRIAL

- You will charge your vehicle when at home using the smart charger provided.
- Some trial participants will have access to a mobile phone app which allows them to enter information about their journey preferences and receive information about when they've charged their car and any demand control events they've been part of. Some customers may be given the ability to override charge control events to ensure that they can get their car fully charged when required.
- You will also be required to take part in customer research designed to investigate your experience of owning an EV and of charging it, including the acceptability of the charge control solution. This will be offered as a number of online surveys, issued after each charge control solution trial. There will be one final online survey at the end of the trial to provide feedback on the trial experience and EV ownership.

FIND OUT MORE WWW.ELECTRICNATION.ORG.UK

ELECTRIC
NATION

FAQS

FAQS

What is the aim of the Electric Nation trial?

The Electric Nation project aims to build an understanding of the potential impact that the increasing uptake of EVs will have on local electricity networks. Cars with different battery sizes and charge rates may have different impacts and this needs to be understood. The impact of human behaviour on these different technologies will also be investigated.

The project will also trial a system that will be able to alleviate some of the anticipated problems that mass ownership and simultaneous charging of EVs could cause to local electricity networks.

What is the problem that needs solving?

The uptake of EVs is accelerating quickly and is expected to continue to do so. Between October 2013 and October 2015 registrations of EVs increased by 716%. While the UK can generate enough electricity to charge these vehicles, some local electricity networks may be unable to cope with the extra demand, especially if it coincides with existing peaks (e.g. after returning home from work in winter).

This trial is necessary to build an understanding of how different car battery sizes and speeds of charging may impact on this problem, and also to trial a potential solution.

What is the proposed solution?

By using smart chargers, a demand control provider could communicate with chargers to reduce the charging speed, or pause charging. Some EV owners will be able to programme some of their preferences and this information will be used to charge the car battery at a time or rate best suited to the network but within the car owner's tolerances.

Local network operators could use this type of service when local networks are stressed, as an alternative to replacing their equipment (e.g. cables in roads).

Data gathered from the trial will be used to help local network operators identify which parts of their network are most at risk as EV ownership increases. It will also develop a tool that will aid them to identify the most effective way to deal with areas of the network with problems.

Who are the collaboration partners?

The Electric Nation project is hosted by Western Power Distribution (WPD). It is delivered by the following collaboration partners:

- EA Technology
- DriveElectric (a brand name of Fleetdrive Management)
- Lucy Electric GridKey
- TRL

In addition, there are a number of supporting collaborators:

- CrowdCharge
- Greenflux
- Impact Research
- e-Volt
- ICU Charging Equipment

Who is responsible for different parts of the project?

Western Power Distribution
The host Distribution Network Operator, providing direction to the project.

DriveElectric
Responsible for recruiting participants and all customer-facing activity.

EA Technology
EA Technology is responsible for developing an EV charge point demand control system, working alongside CrowdCharge and Greenflux. This is the system that will change the charging rate or pause your car charge. EA Technology is also responsible for creating the event simulations that will be used to see if the system could be used to help the electricity network, as well as managing all aspects of customer research, PR, marketing and dissemination of learning for the project.

Lucy Electric GridKey
Lucy Electric is monitoring local LV substations with the GridKey system with the aim of assessing the load profile of various types of electric vehicles and developing an algorithm that can automatically detect the presence of EVs charging on the network.

TRL
Providing project oversight.

CrowdCharge and Greenflux
Providing the demand control service which will send signals to the smart chargers.

Impact Research
Conducting customer research.

e-Volt and ICU Charging Equipment
Providing the smart chargers.

How is the project funded?

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.

How will the data that I provided be protected? Who will have access to my data, to what extent will it be visible in project outputs, and what will happen to it after completion of the trials?

DriveElectric is the data controller for this project. DriveElectric has 21 years' experience managing customer data through its car lease business and experience in implementing data protection procedures across project partners and suppliers. During recruitment, the Electric Nation project will collect some personal data from you. With your permission your contact details will also be shared with Impact Research who will be conducting the customer research aspect of the project. Impact Research is also a registered data controller as defined by the Data Protection Act 1998. Both companies are registered with the Information Commissioner's Office.

The project has carefully selected its suppliers who may handle your data (e.g. collecting your contact details or installing your smart charger) to ensure they comply with the requirements of the Data Protection Act; this will ensure that your personal data is managed appropriately. Your personal data will not be shared outside the project delivery partners and suppliers, and any data shared with project partners or suppliers will be limited to what they require to deliver their role in the project.

Data such as when you plug your car in, when it charges, how long for and the charge rate will be collected via the demand control system. This data will not include personal data and participants will not be recognisable from this information. It will be encrypted according to strict protocols. In some cases, and with your permission, the project may access data from your EV. This may include information such as journey lengths and the state of charge of your EV's battery and, with your permission, may require fitting of a telematics device to your vehicle.

At the end of the project all personal data kept about you by the project will be destroyed unless you provide us with express permission to keep it.

All results, data or analysis published by the project will be in an anonymous and aggregated format. The project will ensure that no trial participant can be identified from any trial publication unless an individual has provided express permission for their details to be made available, for example in a case study or newsletter.

A full copy of the Electric Nation Data Protection Strategy can be found in the Resources section of the Electric Nation website.

What subsidies will Electric Nation participants benefit from?

We will provide a top-up contribution towards the smart charger and its installation, in addition to any applicable OLEV electric vehicle home charge scheme grant. Assuming the participant meets all eligibility criteria, they will receive the smart charger with no costs incurred. This is subject to a survey of the property and based upon a standard installation process. If the survey reveals any complications, then the participant may be subject to additional costs. If this is the case, the participant will be informed of these additional costs prior to installation and asked if they wish to proceed.

Should the participant wish to leave the trial early or decide not to continue to engage then they will be asked to reimburse a proportion of the £150 installation fee paid on your behalf by the project. The exact amount will be calculated according to the length of time that you participate in the trial.

Additionally, drivers will be given online gift vouchers worth £10 for each survey they complete during the trial, and £25 for completion of the post-trial survey. The two surveys conducted before the trials are a condition of participation and therefore there are no payments for completion of these.

What are the channels of communication for the project?

More information about the project can be found at www.electriconation.org.uk.

Alternatively contact the project on our dedicated email address electriconation@drive-electric.co.uk or phone us on 0333 300 1050.

There is also a 24 hour helpline available to participants.

FIND OUT MORE WWW.ELECTRICNATION.ORG.UK

ELECTRIC NATION

FAQS

⓪ What type of information will I be asked for during the trial?

⓪ DriveElectric is the data controller for the Electric Nation project. Details of the data protection strategy for the project can be found in the Participant Library section of the Electric Nation website.

Impact Research will need information about participants and their households, for example contact details, age, gender, number of people in the household and number of cars etc. They will also ask about experiences using EVs, for example about the types of trips that are undertaken and decisions about when to charge the vehicle and about any problems or concerns when using or charging the EV. This will help the project to understand how different types of people and households use their EVs.

CrowdCharge and Greenflux may collect data regarding the charging of the trial participant's EV, journey data, vehicle specification data.

⓪ How often will Impact Research make contact and how will information be collected?

⓪ When a person agrees to be part of the Electric Nation project they will be asked some questions about the household and circumstances as well as expectations about being an EV owner. This is most likely to be online, though they may make contact by telephone from time-to-time to remind people to take part in a survey or update information they hold. Participants will then be asked to complete up to eight short online questionnaires about experiences of being an EV owner before, during and after the trial, each one lasting no more than 10 minutes.

⓪ How long does the trial last?

⓪ The trial lasts for two years from January 2017 to December 2018. Participants joining after the start of the trial will only participate for the remaining period.

⓪ Are there any potential inconveniences associated with taking part in the trial?

⓪ As part of the Electric Nation trial a demand control system will be used to change the rate or pause when your EV is charging, simulating an event designed to prevent the network being overloaded. It is expected that this can be carried out whilst ensuring that EVs are still charged when required. The trial will seek to prove that this is the case. There is therefore a possibility that participants' cars may not be sufficiently charged, causing some inconvenience.

Should the charge point supplied as part of the trial fail, alternative transport can be arranged. The charger will be checked and if necessary replaced.

⓪ How long will the installation of the smart charger take?

⓪ The smart charger installation will be carried out by an OLEV-approved installer. Each installation is different, however a typical visit will take between 3-6 hours.

⓪ Will there be a disruption to my electricity supply while the smart charger is being installed?

⓪ There will be a short interruption to your electricity supply of no more than half an hour whilst the charge point is being installed. You will need to be at home when the charge point is installed, even if it is going to be outside.

⓪ Who will install my smart charger?

⓪ DriveElectric will be working with a preferred selection of OLEV-approved installers who will carry out the installation work.

⓪ Will the smart charger track other energy usage in my house?

⓪ The smart charger will only monitor the electricity supplied to your EV.

⓪ What are trial participants obliged to do?

⓪ As a participant in the Electric Nation trial we want you to use your EV the way you want to - driving it where you want to go, when you want. Therefore plug in your EV at home as and when you need to charge it!

If charging control changes your driving and charging habits - for better or worse - we would like to know what's changed.

If you are provided with an app to programme in your journey and charging preferences, please use it. It will help the control system to make better decisions.

So that we know what you think about the demand control system that you are trialling, please complete the customer research survey whenever you are requested to (usually approximately every three months).

If for any reason you cannot carry on participating in the Electric Nation trial please let us know as soon as possible by contacting DriveElectric, either by email electricnation@drive-electric.co.uk or by telephone on 0333 300 1050.

Please let us know if you change your contact details, either by email electricnation@drive-electric.co.uk or by telephone on 0333 300 1050.

⓪ Is it true that it is safer to use a dedicated EV charger rather than a domestic electricity socket?

⓪ Charging with a dedicated EV home charging unit, such as a smart charger, rather than using a domestic power socket (so-called 'standard charging', using a portable charging lead) is significantly safer. There are a number of reasons for this:

- Charging on EV requires a high amperage of electricity for a significant length of time. Typically the highest standard charging rate is 10 amps. This can lead to domestic sockets overheating and potentially creating a fire hazard. Dedicated EV chargers are designed to safely provide electricity at a higher amperage (16 amps or 32 amps) than a domestic socket so your car can charge quicker too!

- A domestic socket will potentially be on a circuit with other domestic appliances, on the main house electricity switchboard. Standard charging on EV requires constant relatively high current over many hours and there is a chance that in combination with other appliances too much electrical current will be used, tripping the whole circuit.

- If you want to use a portable standard charging cable, it is recommended that you have a weather-proof socket installed outside, close to where you intend to charge your car, on an electrical circuit separate from other household electrical circuits. This reduces the need for trailing wires that may be a trip hazard or get damaged (which could pose an increased risk of electrocution).

- Trailing an extension lead from an indoor socket to your car via an open window or door can create a security risk (as well as risk damaging the cable at the point that it goes through the open door or window). Dedicated EV home charging units, 'smart chargers' like the smart chargers used in the Electric Nation project, are designed to safely deliver much higher charging currents than portable standard charging cables, 16 amps or 32 amps maximum rating.

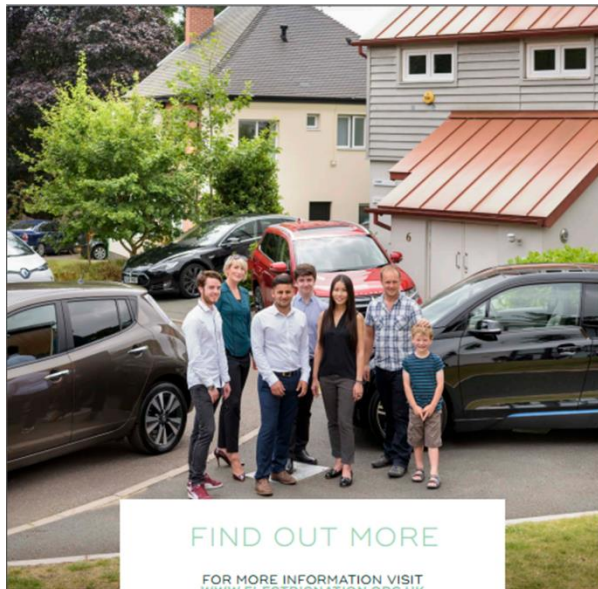
⓪ If I move property can I take the charge point with me? Will I be able to continue to participate in the trial?

⓪ If you move house during the trial then you can take your charger with you although you will have to pay for an installer to move it. You can then continue to participate in the trial. Please let DriveElectric know if you are moving house so that they can keep their records up to date. They will also be able to help you find a qualified installer to move your charge point.

If you do not want to take your charge point with you when you move house you can leave it at your old house when you move and it will become the property of your old house's owner. If you move before the end of the trial you will be asked to reimburse a proportion of the £150 installation fee paid on your behalf by the project. The exact amount will be calculated according to the length of time that you participated in the trial.

⓪ What happens if I need to stop participating before the end of the trial?

⓪ If you leave before the end of the trial you will be asked to reimburse a proportion of the £150 installation fee paid on your behalf by the project. The exact amount will be calculated according to the length of time that you participated in the trial.



FIND OUT MORE

FOR MORE INFORMATION VISIT
WWW.ELECTRICNATION.ORG.UK
#ELECTRICNATION

Alternatively contact the project on our dedicated email address electricnation@drive-electric.co.uk or phone us on 0333 300 1050

COLLABORATION PARTNERS

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Alliance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric, Grindley and TRL.



Springer, the Midlands, South West and Bids

Figure 15: Electric Nation Welcome Pack





Thank you for agreeing to participate in the Electric Nation project. The learning from this trial will provide essential information to help us understand the impact of electric vehicles (EVs) on the electricity network. The project will also allow us to investigate how effective a demand control solution would be to prevent overloading of local electricity networks and how acceptable this solution is to EV owners.

CONTACTS

Here are some telephone numbers for you and your drivers to keep in a safe place.

Cars	Charge Point	Customer Research
DriveElectric 0333 300 1050 For information and queries about the trial and project.	DriveElectric 0330 390 0455 24-hour helpline for further information or queries about the smart charger, including technical back-up and trouble shooting.	Impact Research 01932 226 793 Lucy Upshall Lucyupshall@impactmr.com For information and queries about the surveys.

If you would like any further information about the Electric Nation project, please get in touch:
ELECTRICNATION@DRIVE-ELECTRIC.CO.UK | 0333 300 1050
 Fleetdrive Management Ltd, Harleyford Marina, Henley Road, Marlow, Buckinghamshire SL7 2DX
 FOR MORE INFORMATION VISIT WWW.ELECTRICNATION.ORG.UK

CHARGING

CHARGING AT HOME

Electric Nation is a research project, testing technology that could help mitigate the effect of many EVs charging on the low voltage electricity network simultaneously. This will be achieved by either altering the charging rate of the EV or pausing the charge. For this reason, there is a possibility that on a small number of occasions you may plug in your car to charge, but due to the normal operation of the demand control equipment, the car will not be as fully charged as you expect.

WHAT HAPPENS IF THE CHARGER FAILS?

In the event that you experience difficulties or a fault with your charger, please first refer to the Troubleshooting Guide that you will have received (it can also be found in the resource area of the Electric Nation website). If your charger is still inoperative after completing the checklist please then contact the dedicated charge point helpline on 0330 390 0455. DriveElectric may ask you some questions to try and establish why the charger is not working and consult our charger control system monitoring your charger. If necessary they will provide an estimated time for an installer to visit your property to establish the cause of the fault and to repair it. If the problem cannot be fixed then a new charger might be installed.

HOW DO I CLAIM BACK FOR A TAXI JOURNEY?

In the unlikely event that our charger control system monitoring your charger fails and you are unable to charge your vehicle, please notify DriveElectric as soon as possible. Please note, DriveElectric must have a record of your charger failure in order to provide reimbursement for taxi journeys. If you need to use a taxi, please keep your receipt. You will be asked to send a copy of the receipt to DriveElectric. DriveElectric will reimburse you for the cost of your taxi journey(s).

CHARGING AWAY FROM HOME

The system being trialled as part of the Electric Nation project will not have an impact when you charge your EV away from home. Being a part of the Electric Nation project in no way constrains you from using the wide range of charging points open to the public.

WHAT HAPPENS AT THE END OF THE TRIAL?

At the end of the trial you have the option to keep your smart charger and to continue to use it as you require. If you don't wish to keep the charger at the end of the trial DriveElectric will arrange for its removal.

At the end of the Electric Nation trial you will no longer have access to the trial app. Your charge point provider will be able to send you information about similar products that they may provide if you have given us permission to share your contact details with them.





ELECTRIC NATION

Image shows local electricity network from installation to homes with electric vehicles, including possible types of energy loads from vehicles on grid (EVs)

ABOUT THE PROJECT

EVs are becoming increasingly common on UK roads. Public charging points are becoming more widely available and new models of cars are being introduced with larger batteries. Home EV charging stations are becoming popular, which charge your vehicle more quickly, but also have the potential to increase the load on the electricity network. All of these developments are removing many of the barriers that have prevented wider EV ownership, making them a mainstream choice.

While the UK electricity system has plenty of capacity to deliver energy to EVs, if lots of people in one area have electric vehicles and clusters of cars develop, more EVs would have a greater impact on local electricity networks. Charging vehicles with larger batteries, at faster rates, and over longer periods could exacerbate this pressure.

The Electric Nation project is being hosted by the local electricity network operator, Western Power Distribution. Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric, GridKey and TRL. The project aims to provide local network operators with the tools to be able to ensure that their networks can cope with this massive new challenge whilst avoiding replacing cables and disruptive roadworks.

WHAT WILL BE LEARNT?

The project will develop a tool that will allow local network operators to identify which parts of their network are likely to be affected by the future adoption of EVs, and recommend the most economical solution to solve any issues this could cause. The project will also show how effective demand control using smart chargers is an alternative to costly network reinforcement. It will provide network operators with the information required to obtain a demand control service in the future. We will also learn how acceptable demand control technologies are to EV owners.

operators with the tools to be able to ensure that their networks can cope with this massive new challenge whilst avoiding replacing cables and disruptive roadworks.

FIND OUT MORE WWW.ELECTRICNATION.ORG.UK



THE TRIAL

THE SMART CHARGER

As a participant in the Electric Nation trial you will be provided with a wall-mounted smart charger. The smart charger communicates with the demand control service via the small communication unit that will be installed next to your electricity consumer unit ('fuse board'). You will receive full operating instructions for your smart charger when it is installed.

THE TECHNOLOGY

By using smart chargers, a demand control provider can communicate with chargers to reduce the charging speed, or pause charging. Local network operators could use this type of service when local networks are stressed at peak electricity demand periods, as an alternative to replacing their equipment (e.g. cables in roads). The system that we will be trialling as part of the Electric Nation project will:

- Monitor your home charging habits (collecting information on when you charge, what rate, how much energy was used, and when the car is plugged in)
- Simulate network events that may require your car charge to be paused or the charging rate altered.
- We may ask your permission to share your email address with your demand control provider so that you can view data about your EV charge history. We will only share this information with your permission.

In addition to the smart charger we will provide you with:

- A small communication unit (about the size of a paperback book) that will be installed next to your consumer unit
- A small unit that plugs into the back of your broadband router to provide secure, reliable communication with the smart charger over the internet.

This equipment will be installed at the same time as your EV charger. It will be removed at the end of the trial. In some cases, and with your permission, your vehicle may be fitted with a telematics device to record information about the battery and distances travelled, but not your location.

FIND OUT MORE WWW.ELECTRICNATION.ORG.UK

CUSTOMER RESEARCH

An important part of the Electric Nation trial is to find out your opinion about smart charging. Impact Research will be contacting you so that you can tell us about your experiences as an EV owner and smart charger user. At the start of the trial you will be asked for some information about yourself (contact details, size and make-up of household, normal driving patterns, expected use of EV, attitude and any anxieties about being an EV owner). You will then be contacted four or five times during the trial at approximately three-monthly intervals. You will be asked to complete short online questionnaires (these should only take five minutes).

There will be no more than eight questionnaires in total. These questionnaires will cover how you are using your EV, your charging patterns and your attitude towards the demand controller. You will then be asked to complete a final questionnaire a few months after the end of the trial. It will cover similar questions to those contained in the previous questionnaires, but will also ask you about your driving habits (and charging if you still have an EV) since the trial finished.

You will usually be contacted by email to complete these surveys online. However Impact Research may contact you by telephone to remind you to complete the survey or update information about you. If you prefer not to do your surveys online, please contact the team at Impact Research and we can arrange an alternative way of collecting the information.

You will be given online gift vouchers worth £10 for each survey you complete after each trial, and £25 for completion of the post-trial survey. The two surveys conducted before the trials are a condition of participation and therefore there are no payments for completion of these.

Impact Research is registered as a data controller with the Information Commissioner's Office as required by the Data Protection Act 1998. Any results or analysis obtained from the customer will be published in an anonymous and aggregated format. We will ensure that trial participants cannot be identified from any information published unless you give us express permission otherwise.

If you would like to check the validity of this research survey or seek reassurance that Impact Research is a responsible organisation that will keep the information you give it safe, you can do so by calling the Market Research Society UK Freephone verification service free* on 0500 39 69 99 or visiting www.theresearchbuyersguide.com/freephone/alpha/all

*Calls to Freephone made from outside the UK or from a mobile may incur charges.



FIND OUT MORE WWW.ELECTRICNATION.ORG.UK

FAQS

What is the aim of the Electric Nation trial?

The Electric Nation project aims to build an understanding of the potential impact that the increasing uptake of EVs will have on local electricity networks. Cars with different battery sizes and charge rates may have different impacts and this needs to be understood. The impact of human behaviour on these different technologies will also be investigated.

The project will also trial a system that will be able to alleviate some of the anticipated problems that mass ownership and simultaneous charging of EVs could cause to local electricity networks.

What is the problem that needs solving?

The uptake of EVs is accelerating quickly and is expected to continue to do so. There were 1,056 cars eligible for the plug-in car grant in the UK in 2011. This figure has risen each year to a total of 35,447 cars in 2016. This is a significant increase over a period of just six years. While the UK can generate enough electricity to charge these vehicles, some local electricity networks may be unable to cope with the extra demand, especially if it coincides with existing peaks (e.g. after returning home from work in winter).

This trial is necessary to build an understanding of how different car battery sizes and speeds of charging may impact on this problem, and also to trial a potential solution.

What is the proposed solution?

By using smart chargers, a demand control provider could communicate with chargers to reduce the charging speed, or pause charging. Some EV owners will be able to programme some of their preferences and this information will be used to charge the car battery at a time or rate best suited to the network, but within the car owner's tolerances.

Who are the collaboration partners?

The Electric Nation project is hosted by Western Power Distribution (WPD). It is delivered by the following collaboration partners:

- EA Technology
- DriveElectric (a brand name of Fleetdrive Management)
- Lucy Electric GridKey
- TRL

In addition, there are a number of supporting collaborators:

- CrowdCharge
- Greenflux
- Impact Research
- e-Volt
- ICU Charging Equipment

FIND OUT MORE WWW.ELECTRICNATION.ORG.UK

ELECTRIC NATION

Who is responsible for different parts of the project?

Western Power Distribution
The host Distribution Network Operator, providing funding and direction to the project.

DriveElectric
Responsible for recruiting participants and all customer-facing activity, including charger installation.

EA Technology
EA Technology is responsible for testing the EV charge point demand control systems developed by CrowdCharge & Greenflux. These systems will charge the charging rate or pause your car charge. EA Technology is also responsible for creating the event simulations that will be used to see if the systems could be used to help the electricity network, as well as managing all aspects of customer research, PR, marketing and dissemination of learning for the project.

Lucy Electric GridKey
Lucy Electric GridKey is monitoring local low voltage substations with the GridKey system with the aim of assessing the load profile of various types of electric vehicles and developing an algorithm that can automatically detect the presence of EVs charging on the network.

TRL
Providing project oversight.

CrowdCharge and Greenflux
Developers of EV demand control systems which will send signals to the smart chargers and in some cases provide end user mobile app.

Impact Research
Conducting customer research.

e-Volt and ICI Charging Equipment
Providing the smart chargers.

How is the project funded?

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.

FAQS

What subsidies will Electric Nation participants benefit from?

We will provide a top-up contribution towards the smart charger and its installation, in addition to any applicable OLEV electric vehicle home charge scheme grant. Assuming the participant meets all eligibility criteria, they will receive the smart charger with no costs incurred. This is subject to a survey of the property and based upon a standard installation process. If the survey reveals any complications, then the participant may be subject to additional costs. If this is the case, the participant will be informed of these additional costs prior to installation and asked if they wish to proceed.

Should the participant wish to leave the trial early or decide not to continue to engage then they will be asked to reimburse a proportion of the £150 installation fee paid on your behalf by the project. The exact amount will be calculated according to the length of time that you participate in the trial.

Additionally, drivers will be given online gift vouchers worth £10 for each survey they complete during the trial, and £25 for completion of the post-trial survey. The two surveys conducted before the trials are a condition of participation and therefore there are no payments for completion of these.

What are the channels of communication for the project?

More information about the project can be found at: www.electriconation.org.uk.

Alternatively contact the project on our dedicated email address electriconation@drive-electric.co.uk or phone us on 0330 390 0455.

There is also a 24-hour charge point helpline available to participants which can be accessed by telephoning DriveElectric on 0330 390 0455 or emailing support@drive-electric.co.uk.

What type of information will I be asked for during the trial?

DriveElectric is the data controller for the Electric Nation project. Details of the data protection strategy for the project can be found in the Resources section of the Electric Nation website.

Impact Research will need information about participants and their households, for example contact details, age, gender, number of people in the household and number of cars etc. They will also ask about experiences using EVs, for example about the types of trips that are undertaken and decisions about when to charge the vehicle and about any problems or concerns when using or charging the EV. This will help the project to understand how different types of people and households use their EVs.

CrowdCharge and Greenflux may collect or be given data regarding the charging of the trial participant's EV, journey data or vehicle specification data.

How often will Impact Research make contact and how will information be collected?

When a person agrees to be part of the Electric Nation project they will be asked some questions about the household and circumstances as well as expectations about being an EV owner. This is most likely to be online, though they may make contact by telephone from time-to-time to remind people to take part in a survey or update information they hold. Participants will then be asked to complete up to eight short online questionnaires about experiences of being an EV owner before, during and after the trial, each one lasting no more than 10 minutes.

How long does the trial last?

The trial lasts for two years from January 2017 to December 2018. Participants joining after the start of the trial will only participate for the remaining period.

Are there any potential inconveniences associated with taking part in the trial?

As part of the Electric Nation trial a demand control system will be used to change the rate or pause when your EV is charging, simulating an event designed to prevent the network being overloaded. It is expected that this can be carried out whilst ensuring that EVs are still charged when required. The trial will seek to prove that this is the case. There is therefore a possibility that participants' cars may not be sufficiently charged, causing some inconvenience.

Should the charge point supplied as part of the trial fail, alternative transport can be arranged. The charger will be checked and if necessary replaced.

How long will the installation of the smart charger take?

The smart charger installation will be carried out by an OLEV-approved installer. Each installation is different, however a typical visit will take between 3-5 hours.

Will there be a disruption to my electricity supply while the smart charger is being installed?

There will be a short interruption to your electricity supply of no more than half an hour whilst the charge point is being installed. You will need to be at home when the charge point is installed, even if it is going to be outside.

There will be a short interruption to your electricity supply of no more than half an hour whilst the charge point is being installed. You will need to be at home when the charge point is installed, even if it is going to be outside.

Who will install my smart charger?

DriveElectric will be working with a preferred selection of OLEV-approved installers who will carry out the installation work.

Will the smart charger track other energy usage in my house?

The smart charger will only monitor the electricity supplied to your EV.

How will the data that I provided be protected? Who will have access to my data, to what extent will it be visible in project outputs, and what will happen to it after completion of the trials?

DriveElectric is the data controller for this project. DriveElectric has 21 years' experience managing customer data through its car lease business and experience in implementing data protection procedures across project partners and suppliers. During recruitment, the Electric Nation project will collect some personal data from you. With your permission your contact details will also be shared with Impact Research who will be conducting the customer research aspect of the project. Impact Research is also a registered data controller as defined by the Data Protection Act 1998. Both companies are registered with the Information Commissioner's Office.

The project has carefully selected its suppliers who may handle your data (e.g. collecting your contact details or installing your smart charger) to ensure they comply with the requirements of the Data Protection Act; this will ensure that your personal data is managed appropriately. Your personal data will not be shared outside the project delivery partners and suppliers, and any data shared with project partners or suppliers will be limited to what they require to deliver their role in the project.

Data such as when you plug your car in, when it charges, how long for and the charge rate will be collected via the demand control system. This data will not include personal data and participants will not be recognisable from this information. It will be encrypted.

FIND OUT MORE WWW.ELECTRICATION.ORG.UK

ELECTRIC NATION

according to strict protocols. In some cases, and with your permission, the project may access data from your EV. This may include information such as journey lengths and the state of charge of your EV's battery and, with your permission, may require fitting of a telematics device to your vehicle.

At the end of the project all personal data kept about you by the project will be destroyed unless you provide us with express permission to keep it.

All results, data or analysis published by the project will be in an anonymous and aggregated format. The project will ensure that no trial participant can be identified from any trial publication unless an individual has provided express permission for their details to be made available, for example in a case study or newsletter.

A full copy of the Electric Nation Data Protection Strategy can be found in the Resources section of the Electric Nation website.

What are trial participants obliged to do?

As a participant in the Electric Nation trial we want you to use your EV the way you want to - driving it where you want to go, when you want. Therefore plug in your EV at home as and when you need to charge it! If charging control changes your driving and charging habits - for better or worse - we would like to know what's changed.

If you are provided with an app to programme in your journey and charging preferences, please use it. It will help the control system to make better decisions.

So that we know what you think about the demand control system that you are trialling, please complete the customer research survey whenever you are requested to (usually approximately every three months).

If for any reason you cannot carry on participating in the Electric Nation trial please let us know as soon as possible by contacting DriveElectric by telephone on 0330 390 0455 or by emailing support@drive-electric.co.uk.

Please let us know if you change your contact details, either by telephone on 0330 390 0455 or by emailing support@drive-electric.co.uk.

FAQS

Will my electricity supplier be told or be able to find out that I am having a charge point installed?

As electricity suppliers (for example British Gas, E.ON, power) are not told about your charge point and they do not need to be informed. Electricity suppliers cannot tell what equipment or loads you have at your house. Your charge point installer will inform your local electricity Distribution Network Operator (for example Western Power Distribution) - this is an obligation required of the installer as part of the Domestic Wiring Regulations.

What is the voltage and current of the charger?

It is a 240V/32A (7kW) charger.

Who will complete the application for the home charger grant?

DriveElectric will complete this form on your behalf.

What happens if I need to stop participating before the end of the project?

If you leave before the end of the trial you will be asked to reimburse a proportion of the £150 installation fee paid on your behalf by the project. The exact amount will be calculated according to the length of time that you participated in the trial.

If I move property can I take the charge point with me? Will I be able to continue to participate in the trial?

If you move house during the trial then you can take your charger with you although you will have to pay for an installer to move it. You can then continue to participate in the trial. Please let DriveElectric know if you are moving house so that they can keep their records up to date. They will also be able to help you find a qualified installer to move your charge point.

If you do not want to take your charge point with you when you move house you can leave it at your old house when you move and it will become the property of your old house's owner. If you move before the end of the trial you will be asked to reimburse a proportion of the £150 installation fee paid on your behalf by the project. The exact amount will be calculated according to the length of time that you participated in the trial.

Our FAQs are constantly updated on our website, see WWW.ELECTRICATION.ORG.UK/FAQS

FIND OUT MORE WWW.ELECTRICATION.ORG.UK

DRIVEELECTRIC
DriveElectric is a trading name of Fleetdrive Management Ltd. Established in 1995, the company based in Marlow, Buckinghamshire has been the UK's leading provider of leased ultra-low emission vehicles since 2011. Providing both business and personal vehicle leasing solutions, for all makes and model of vehicle, DriveElectric delivers expertise, impartial advice and excels in engaging customers in support of a low carbon transport future.
WWW.DRIVE-ELECTRIC.CO.UK

FUNDED BY

WESTERN POWER DISTRIBUTION
Western Power Distribution (WPD) is the distribution network operator for the Midlands, South West England and South Wales, and is responsible for delivering electricity to approximately 7.8 million customers in the UK.
WPD is not an electricity supply company and does not bill customers in the UK. Its responsibility is to distribute electricity from the point of generation to homes and businesses.
WWW.WESTERNPOWER.CO.UK

COLLABORATION PARTNERS

EA TECHNOLOGY
EA Technology is the recognised UK authority on the impact of electric vehicles (EVs) on the electricity network, and the pioneer of smart solutions to mitigate this impact. Through its Smart Interventions business it delivers innovative end-to-end solutions to facilitate the introduction of low carbon technologies to future proof electricity networks, resulting in lower cost connections, prompt adoption and reduced risk to business.
WWW.EATECHNOLOGY.COM

LUCY ELECTRIC GRIDKEY
Lucy Electric is monitoring local LV substations with the GridKey system with the aim of assessing the load profile of various types of electric vehicles and developing an algorithm that can automatically detect the presence of EVs charging on the network.
WWW.GRIDKEY.CO.UK

TRL
TRL (the UK's Transport Research Laboratory) provides independent and impartial world-class research and consultancy for all aspects of transport. Commercially independent and with more than 80 years of knowledge and experience embedded in its history, TRL's work encompasses a breadth of areas that shape and form today's transport decisions.
WWW.TRL.CO.UK

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.

Figure 16: Front page of the Electric Nation website, www.electrictionation.org.uk

BE PART OF THE ELECTRIC NATION COMMUNITY

FIND OUT WHAT THE TRIAL INVOLVES

ALL ABOUT ELECTRIC NATION IN 2 MINUTES: WATCH OUR VIDEO

ELECTRIC NATION
Electric Nation is engaging over 100,000 electric vehicle drivers in the world's largest EV trial in order to deliver the necessary smart charging solutions to facilitate electric vehicle uptake on their existing networks.

APPLY TO TAKE PART
Electric Nation is seeking to recruit 800-1000 people living or working near electric vehicle charging points to take part in a trial to evaluate the on-site smart charging solutions for EVs.
For the first six months of the project we will offer the trial only to people in certain geographical locations: the WPD network areas in the South West, South Wales, East of England and East Midlands - [view the map](#)
After six months the trial may broaden out to the rest of Britain if there are still places that have smart charging. It may also be possible to include other areas that have the previously listed advantages of the WPD network charge points.
Find out more about eligibility and what the trial will involve.
Check your eligibility for the trial.
[Your postcode](#)

Project Video: <http://www.electrictionation.org.uk/>

Fully Charged video: <http://www.electrictionation.org.uk/category/project-news/page/2/>

Social video: <https://www.facebook.com/greentv/videos/10154145026226452/>

Appendix 4a – Press Releases

Selection of websites that featured Electric Nation press release 16 September 2016 (project launch):

<http://www.electricnation.org.uk/2016/09/16/electric-nation-is-launched-at-lcv2016-2/>

<https://www.goultralow.com/ready-join-electric-nation/>

http://www.lowcvc.org.uk/news/electric-nation-project-seeks-ev-drivers-to-help-in-largest-electricity-network-capability-trial_3510.htm

<http://www.greenfleet.net/news/15092016/ev-drivers-invited-take-part-electric-nation-project>

Selection of websites that features Electric Nation press release 21 February 2017 (first install):

<http://www.electricnation.org.uk/2017/02/21/installation-of-free-smart-chargers-gets-underway-for-electric-vehicle-owners/>

<http://www.motortradenews.com/news/automotive-news/40137-first-electric-nation-smart-chargers-roll-out.html>

<https://www.zap-map.com/first-electric-nation-smart-charge-points-installed/>

<http://www.stokesentinel.co.uk/do-you-qualify-for-a-free-home-charger-for-your-electric-car/story-30156358-detail/story.html>

Selection of websites that featured Electric nation press release 3 March 2017 (Newark install and Geneva Motor Show)

<http://www.electricnation.org.uk/2017/03/03/more-electric-cars-to-be-unveiled-at-the-geneva-motor-show-but-are-the-uks-local-electricity-networks-ready/>

<https://www.westernpower.co.uk/About-us/News/More-electric-cars-to-be-unveiled-at-the-Geneva-Mo.aspx>

Selection of websites that featured Electric Nation press release 31 March 2017 (first installation in Milton Keynes):

<http://www.electricnation.org.uk/2017/03/31/free-home-smart-chargers-for-electric-vehicle-owners-are-rolled-out-in-milton-keynes/>

<http://www.energylivenews.com/2017/03/31/new-ev-owners-in-milton-keynes-to-get-free-chargers/>

<http://www.intelligentmobilityinsight.com/news/gk0/Free-smart-chargers-for-EV-project>

<https://cleantechnica.com/2017/04/04/electric-nation-project-recruits-new-ev-owners-free-smart-chargers/>

Newsflash on Electric Nation website: Electric Nation hits milestone of 100 smart charger installations ahead of schedule, 24 April 2017:

<http://www.electricnation.org.uk/2017/04/24/electric-nation-hits-milestone-of-100-smart-charger-installations-ahead-of-schedule/>

Appendix 5 - Newsletters

October 2016

The latest project news from Electric Nation, October 2016

[View this email in your browser](#)



YOUR
ELECTRIC
VEHICLE
YOUR
SMART
CHARGE

OUR LATEST NEWS



ELECTRIC NATION IS LAUNCHED AT LCV2016

The Electric Nation project has been launched at the UK's leading low carbon vehicle event, LCV2016, with a presentation, an exhibition stand presence, and filming by Robert Llewellyn of a new Fully Charged video about the project. Ben Godfrey, Innovation and

Low Carbon Networks Engineer, WPD, and Gill Nowell, Senior Consultant – Smart Interventions, EA...

[READ THE FULL ARTICLE](#)



ROBERT LLEWELLYN'S FULLY CHARGED VIDEO ABOUT ELECTRIC NATION GOES LIVE

Robert Llewellyn has produced a Fully Charged video about Electric Nation which is now live. The Fully Charged programme was filmed at the Cenex LCV2016 event at Millbrook Proving Ground in September. The video features interviews with electric car manufacturers such as BMW and Nissan about current and future battery capacities and charge rates, as...

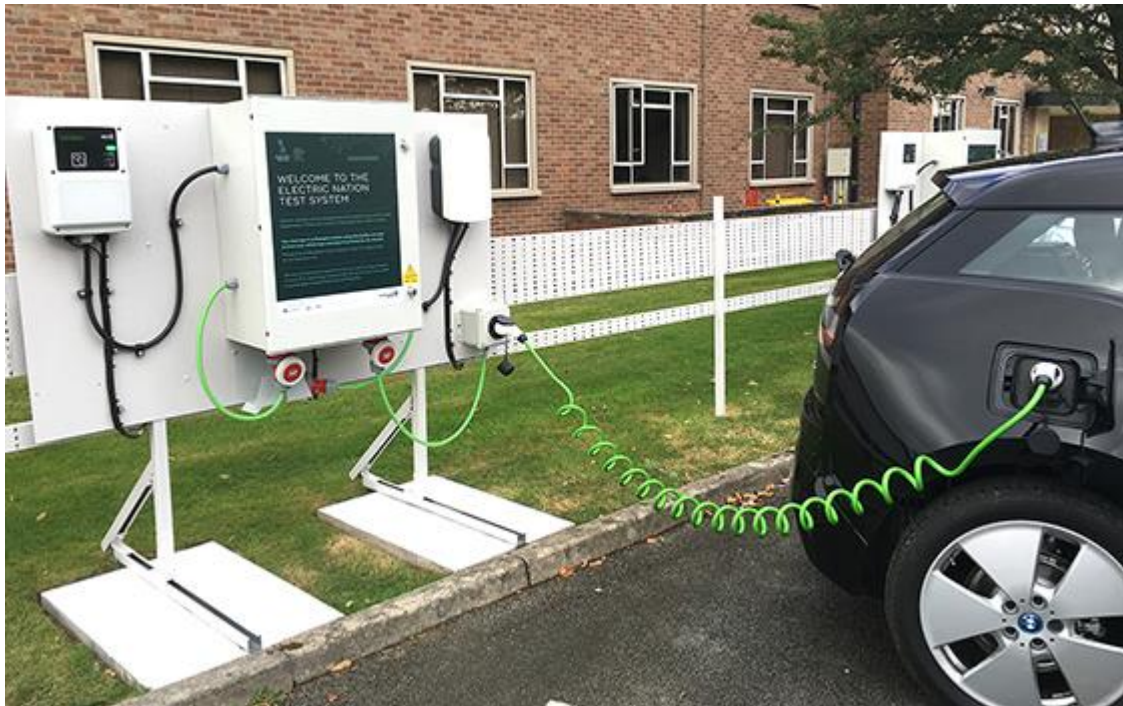
[READ THE FULL ARTICLE](#)



ELECTRIC NATION EXCITES AT THE FLAGSHIP EVENT FOR ENERGY NETWORKS INNOVATION

Western Power Distribution was proud to host its Network Innovation Allowance project, Electric Nation, the customer-facing brand of CarConnect, on its stand at this year's Low Carbon Networks & Innovation (LCNI) conference. Taking place from 11-13 October 2016 at the iconic Manchester Central, and hosted by Electricity Northwest, the event provided unparalleled networking opportunities in...

[READ THE FULL ARTICLE](#)



ELECTRIC NATION TEST SYSTEM IS UP AND RUNNING

The Electric Nation Test System has been commissioned at EA Technology's offices in Capenhurst. The Test System is a 'living lab' to test smart charging throughout the Electric Nation project to ensure the system works well for the trial participants – enabling EV drivers to make the journeys they want and at the same time...

[READ THE FULL ARTICLE](#)



APPLY TO TAKE PART

Electric Nation is seeking to recruit 500-700 people buying or leasing new electric vehicles (including pure electric and plug-in hybrids) to

take part in a trial to ensure the UK can charge electric vehicles at peak times as the numbers of EVs rise.

[CHECK YOUR ELIGIBILITY FOR THE PROJECT](#)



JOIN THE CONVERSATION @ELECTRICNATION_

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

MailChimp

February 2017

The latest project news from Electric Nation, February 2017

[View this email in your browser](#)



YOUR
ELECTRIC
VEHICLE
YOUR
SMART
CHARGE

OUR LATEST NEWS



INSTALLATION OF FREE SMART
CHARGERS GETS UNDERWAY FOR
ELECTRIC VEHICLE OWNERS

Electric vehicle owners are starting to have free smart chargers installed as a result of their participation in the Electric Nation project. The latest smart chargers will future-proof their electric vehicle (EV) home charging, and they will play an important role in a research project to ensure that the UK's local electricity networks can cope...

[READ MORE](#)



TESTING OF THE ELECTRIC NATION SMART CHARGING CONTROL SYSTEM

In the last version of our newsletter we reported that we'd commissioned the Electric Nation test rig at EA Technology's office in Capenhurst. Since then the system has been extensively tested. The purpose of the test system is to test the operation of demand control before roll-out to trial participants, and to check the reliability of sending...

[READ MORE](#)



WHAT ELECTRIC NATION PARTICIPANTS CAN EXPECT DURING THE SMART CHARGER INSTALLATION

Electric Nation, the world's largest electric vehicle trial, completed a number of pilot installations of the smart chargers that are being used in the project ahead of roll out with the first trial participants. So what happens during the smart charger installation process? Zoë Hood explains about her experience...

[READ MORE](#)



Watch the EV test drive video (3m 45s)

EV TEST DRIVE AT WESTERN POWER DISTRIBUTION

The DriveElectric team encouraged staff at the Western Power Distribution Pegasus offices in Derby to take a drive in an electric car and find out how switching to an EV could work for them.

[WATCH THE VIDEO](#)



MINISTER FOR THE NORTHERN POWERHOUSE VISITS EA TECHNOLOGY AND ITS ELECTRIC NATION PROJECT

Andrew Percy, Minister for the Northern Powerhouse, has visited EA Technology headquarters in Chester. The visit included a demonstration of the company's Electric Nation project, funded by Western Power Distribution (WPD) and its Network Innovation Allowance. Electric Nation, the world's largest electric vehicle (EV) trial of its kind, is testing a smart charging system in...

[READ MORE](#)



APPLY TO TAKE PART

Electric Nation is seeking to recruit 500-700 people buying or leasing new electric vehicles (including pure electric and plug-in hybrids) to take part in a trial to ensure the UK can charge electric vehicles at peak times as the numbers of EVs rise.

[CHECK YOUR ELIGIBILITY FOR THE PROJECT](#)



JOIN THE CONVERSATION @ELECTRICNATION_

Appendix 6 – Guidelines, policies and other communications

Electric Nation - Social Media Policy

Policy prepared by:	Gill Nowell, EA Technology
Approved by Western Power Distribution on:	1 November 2016
Policy became operational on:	1 November 2016
Next review date:	16 October 2017

1. Social media in the project context

Social media is recognised as a key tool to support trial participant recruitment activity in the Electric Nation project. Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.

Electric Nation, the world's largest EV trial, is revolutionising domestic plug-in vehicle charging. By engaging 500-700 plug-in vehicle drivers in trials, the project is answering the challenge that when local electricity networks have 40% - 70% of households with electric vehicles, at least 32% of these networks across Britain will require intervention. Electric Nation is pioneering our electric future.

2. Policy scope

This social media policy applies to all Electric Nation collaboration partners, their employees, project suppliers and volunteers supporting the project – no matter whether for business or personal reasons.

For the avoidance of doubt, and for the purposes of this document, Electric Nation collaboration partners, their employees, project suppliers and volunteers will be referred to under the term 'Electric Nation team'.

Also, this policy refers specifically to those social media accounts established by the project for the promotion of Electric Nation, use of those accounts and reference to those accounts by the Electric Nation team and reference to the project by Electric Nation team members through other business or personal social media accounts.

3. The policy

3.1 'Social Media' is the term commonly given to web-based tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests online. As the name implies, Social Media involves the building of online communities or networks to encourage participation and engagement. It includes all forms of public, web-based communication and expression. Some common examples of Social Media include Twitter, Facebook and LinkedIn. Social Media also covers blogs and videos, as well as image-sharing websites such as YouTube and Flickr.

3.2 This policy is not, however, limited to these platforms. Rather, it covers all forms of Social Media, whether existing at the time of this policy's adoption or created in the future. The Electric

Nation team should follow these guidelines in relation to any Social Media that they use. If you are unsure whether a platform, tool or website constitutes Social Media and is covered by this policy, please contact EA Technology.

3.3 This policy does not contravene your Statutory and Human Rights.

4. Aim

4.1 WPD and its collaboration partners recognise Social Media as a means for corporate and business engagement and that their employees may use some Social Media in a personal capacity to interact with their friends and communities.

4.2 The aim of this policy is to provide managers and employees with information and direction concerning the use of Social Media either as part of their job or in a personal capacity, in order to avoid reputational, legal or ethical issues; for WPD and its collaboration partners and their employees, and to protect WPD's and its collaboration partners' information assets against potential misuse or compromise.

5. Use of social media by the Electric Nation team

The principles set out below refer specifically to the use of Electric Nation social media by the electric Nation team – however these principles should apply to all use of social media by employees of each of the Electric Nation team members.

5.1 Information about any business activities other than Electric Nation should not be disclosed or discussed on Electric Nation Social Media.

5.2 Personal information about fellow Electric Nation team members or their employees should not be disclosed on Electric Nation Social Media.

5.3 Electric Nation Social Media accounts should only be accessed from business electronic equipment – they must not be accessed from any personal electronic equipment.

5.4 Any communications that the Electric Nation team makes through Social Media must not:

- **Be of a political nature**
- **Bring the Electric Nation team into disrepute**, for example by:
 - Criticising or arguing with colleagues, customers or other stakeholders
 - Posting any message or comment that contains any unlawful material
 - Posting any message or comment which could be construed as harassing, threatening, abusive, defamatory, obscene, sexually explicit, or contains ethnic or racial slurs etc.
 - Posting information or material that would have a detrimental effect on the Electric Nation team's reputation in the eyes of its customers, suppliers or owners.
- **Do anything that could be considered discriminatory against, or bullying/harassment of, any individual**, for example by:
 - Making defamatory comments about individuals or other organisations or groups
 - Using Social Media to bully another individual
 - Making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief, or age.
- **Breach confidentiality**, for example by:

- Revealing confidential intellectual property or information owned or used by the Electric Nation team or its suppliers or customers
 - Posting any message that contains confidential and/or internal use information about the Electric Nation team
 - Giving away confidential information about an individual, such as a colleague or customer contact or organisation, such as a business that the Electric Nation team has dealings with. This could be a breach of the Data Protection Act, the obligation on employees not to disclose confidential information and the Electric Nation team's own internal / project policies and could also have criminal sanctions
 - Discussing Electric Nation team internal decisions, strategies and workings; such as agreements being reached with a supplier or customer, or its future business plans that have not been communicated to the public.
- **Breach copyright and other intellectual property rights**, for example by:
 - Using someone else's images or written content without permission
 - Failing to give acknowledgement where permission has been given to reproduce something
 - Posting any message or comment used in violation of copyright or other intellectual property rights, for example, by failing to get permission from the owner of copyright or other intellectual property prior to its publication.

6. Personal use of social media

6.1 Electric Nation team members are personally responsible for the content they publish on blogs, wikis, or any other form of Social Media. They must remember to obey the law at all times, and be mindful that what is published may be public for a long time.

6.2 The principles cited under 5.4 apply to any communications that any Electric Nation team member makes in a personal capacity through Social Media.

PR guidelines for project partners and suppliers

Thank you for your valued support of the Electric Nation project. We would be delighted for you to promote your company's involvement in the project. This PR Guide has been produced in the interests of maintaining consistency of message and adherence to branding guidelines. We would be grateful if you would follow it, for the benefit of all those involved in delivering this exciting project.

1. Press releases and company newsletters

Prior to circulating any press releases or providing a media statement about the project, please contact the team on 0151 347 2359 for approval.

Electric Nation will be issuing press releases throughout the lifetime of the project. All press releases will be issued to project collaboration partners and suppliers, for further distribution to networks and contacts. Please feel free to 'top and tail' with your own angle. However, it is a requirement of the project to please include the following statement within *all* press releases relating to the project:

"Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL."

For a description of the Electric Nation project, please use the following:

Short summary

"Electric Nation, the world's largest EV trial, is revolutionising domestic plug-in vehicle charging. By engaging between 500-700 plug-in vehicle drivers in trials, the project is answering the challenge that when local electricity networks have 40% - 70% of households with electric vehicles, at least 32% of these networks across Britain will require intervention. Electric Nation is pioneering our electric future."

Long summary

"The Electric Nation project will develop and deliver a number of smart charge solutions to support plug-in vehicle uptake on local electricity networks. A key outcome will be a tool that analyses plug-in vehicle related stress issues on networks and identifies the best economic solution. This 'sliding scale' of interventions will range from doing nothing to smart demand control, from taking energy from vehicles and putting it back into the grid, to traditional reinforcement of the local electricity network where there is no viable smart solution.

The development of the project deliverables will be informed by a large-scale trial involving plug-in vehicle drivers that will:

- 1. Expand current understanding of the demand impact of charging at home on electricity distribution networks of a diverse range of plug-in electric vehicles - with charge rates of up to 7kW+, and a range of battery sizes from 20kWh to 80kWh+.*
- 2. Build a better understanding of how vehicle usage affects charging behaviour.*
- 3. Evaluate the reliability and acceptability to customers of controlling the demand for electricity/taking energy from vehicles and putting it back into the grid.*

The results of this project will be of interest and will be communicated to the GB energy/utility community, to UK government, to the automotive and plug-in vehicle infrastructure industry and to the general public.”

- Please include the project logo. Contact the team for a copy.
- Electric Nation holds a bank of professional images. Contact the team to request use.

2. Acknowledgements

All organisations and individuals that are taking part in the Electric Nation project must acknowledge the support that they have received from the project, its partners and funders. Whether you're talking to the press, at an event or promoting the project outside your cluster:

- The project must be referred to as 'Electric Nation'
- Reference must be made to the project funder, Western Power Distribution
- If presenting at an event or putting anything in writing (for example on a website, in a newsletter or press release) please name all project partners as follows:

“Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.”

3. Printed materials

All printed materials relating to the project will be supplied by EA Technology. To ensure consistency, please don't make your own materials. Brochures and information packs are available from EA Technology. If you require new material, please contact EA Technology.

Social media

Twitter: @electricnation_

Please refer to the *Electric Nation Social Media Policy* for guidance on Twitter activity relating to the project. The project's twitter account managed by EA Technology.

Facebook

The project has a closed Facebook Group for trial participants, managed by DriveElectric.

For more information contact: Gill Nowell
gill.nowell@eatechnology.com
Tel. 0151 347 2359 / 07781 889 910

For more information about Electric Nation: www.electricnation.org.uk

Project Brief for Western Power Distribution Staff

Electric Nation (CarConnect)

1. Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric Gridkey and TRL.
2. Electric Nation, the world's largest EV trial, is revolutionising domestic plug-in vehicle charging. By engaging 500-700 plug-in vehicle drivers in trials, the project is answering the challenge that when local electricity networks have 40% - 70% of households with electric vehicles, at least 32% of these networks across Britain will require intervention. Electric Nation is pioneering our electric future.
3. Come and join the Electric Nation community - Electric Nation launched its trial recruitment programme at [LCV 2016](#) on 14 September 2016; anyone looking or buy or lease a new electric vehicle (including plug-in hybrid), and who lives in WPD's licence areas, please visit www.electricnation.org.uk to find out more and consider joining the trial. Every trial participant will receive a free smart charger.

Please direct customers with general enquiries about Electric Nation to the project website: www.electricnation.org.uk

If you receive more specific queries about Electric Nation, please direct the customer as below:

Type of Query	Who to direct to:	Contact details
Recruitment / trial / EVs	Ian Hanton DriveElectric	electricnation@drive-electric.co.uk 0333 300 1050
Trial Participant Queries or Complaints	Ian Hanton Drive Electric	electricnation@drive-electric.co.uk 0333 300 1050
Press / Marketing Enquiries	Gill Nowell EA Technology	gill.nowell@eatechnology.com 0151 347 2359
Customer Research	Susie Smyth Impact Utilities	susie.smyth@impactmr.com 01932 226 793

About the project

The Electric Nation project will develop and deliver a number of smart charge solutions to support plug-in vehicle uptake on local electricity networks. A key outcome will be a tool that analyses plug-in vehicle related stress issues on networks and identifies the best economic solution. This 'sliding scale' of interventions will range from doing nothing to smart demand control, from taking energy from vehicles and putting it back into the grid, to traditional reinforcement of the local electricity network where there is no viable smart solution.

The development of the project deliverables will be informed by a large-scale trial involving plug-in vehicle drivers that will:

1. Expand current understanding of the demand impact of charging at home on electricity distribution networks of a diverse range of plug-in electric vehicles - with charge rates of up to 7kW+, and a range of battery sizes from 20kWh to 80kWh+.
2. Build a better understanding of how vehicle usage affects charging behaviour.

3. Evaluate the reliability and acceptability to customers of controlling the demand for electricity/taking energy from vehicles and putting it back into the grid.

The results of this project will be of interest and will be communicated to the GB energy/utility community, to UK government, to the automotive and plug-in vehicle infrastructure industry and to the general public.

Who is doing what?

Western Power Distribution: The host Distribution Network Operator, providing direction to the project

DriveElectric: Responsible for recruiting participants and all customer-facing activity

EA Technology: Developing the EV charge point demand system. Responsible for all marketing, PR and dissemination of learning outcomes

CrowdCharge and Greenflux: Providing the demand control service that will send signals to the smart chargers

Impact Research: Conducting customer research.

TRL: Project oversight

ICU and Evolt: Provision of smart chargers

Appendix 7 – Electric Nation social media

Figure 17: Electric Nation Twitter account profile page

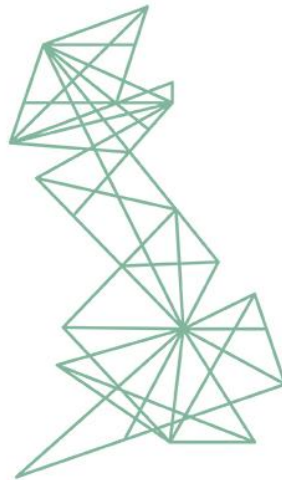


Appendix 8 - Brand



**ELECTRIC
NATION**

YOUR
ELECTRIC
VEHICLE
YOUR
SMART
CHARGE



**ELECTRIC
NATION**

Appendix 9 - Templates

Figure 18: Example of Word Template

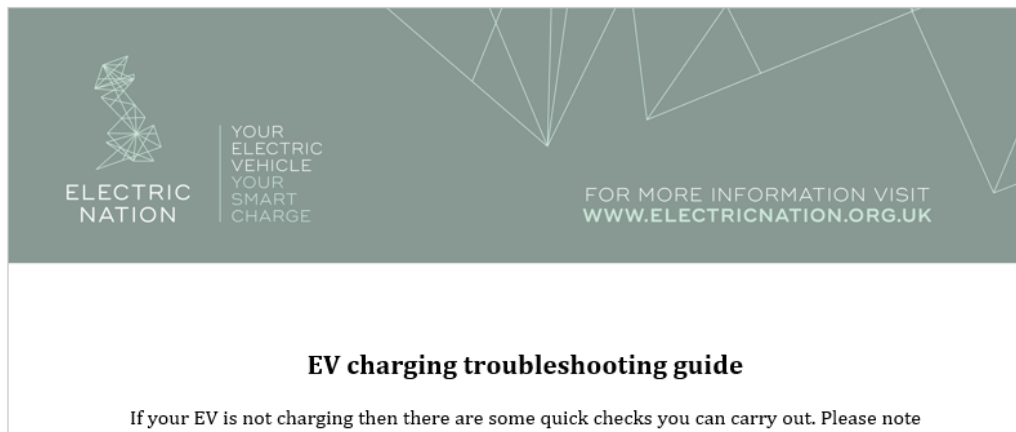


Figure 19: Example of Email Template



Figure 20: Example of PowerPoint Template



Today's Agenda

This Morning

- Introduction
- Demand Control Explained
- Health & Safety – CDM
- Smart Charger Specification
- Order Process
- Installation Procedure

This Afternoon

- Communications Installation, Commissioning and Troubleshooting
- ICU/Greenflux
- APT/CrowdCharge
- RJ45 Plug Assembly Practice
- WPD: Notification & Cutout Fuse Upgrades
- OLEV: HomeCharge Applications

Appendix 10 – 2017 Electric Nation Marketing and Dissemination Plan

Figure 21: 2017 Marketing and Dissemination Plan

	April	May	June	July	August	Sept	Oct	Nov	Dec
Dissemination									
Events		Smart Urban Mobility event, part of All Energy, Glasgow, 10-11 May	Fully Charged/Low CVP Conference, London, end of June	Powering the Electric and Low Emission Vehicle Future, London, 5 July			CENEX LCV Millbrook, 6-7 September		LCNI Conference, Telford, 5-7 December
Awards				LowCVP awards (Date TBA)				NAA Awards	
Project Newsletters		To cover: 1. Milton Keynes install 2. Swansea event (22 April) 3. Recruitment update 4. tbc					To cover: 1. LCV event & 2. V2G announcement 3. Interim customer research findings 4. Recruitment		
Press releases									
Social Media: Efforts are ongoing however specific events to be covered include:	To cover: First install in Nottingham	To cover: Smart chargers and ICU?	To cover: First install in Bristol	To cover: World's first mass managed EV charging taking place	LowCVP award winner - if we win! Date TBA		To cover: Electric Nation at LCV - V2G announcement?	NAA award winner - if we win!	
Project Partners/WPD input:	First Install in Nottingham Clean Air Road Show	First Install in Bristol, INTU Shopping Centre Eco day	Fully Charged Show, Low CVP Conference, UK Infrastructure Event	Low CVP awards (date TBA)	Powering the Electric and Low Emissions Vehicle Future Event	Electric GT	CENEX LCV, National Drive Electric week	Sustainable Travel Event	NAA Awards
		WPD newsletter to cover Electric Nation?					WPD to attend CENEX & present		WPD to attend LCNI Conference
Recruitment									
Events	Clean Air Road Show, Swansea, 22 April	INTU Shopping Centre ECO day, Milton Keynes, 6-7 May GUL	UK Infrastructure event, Milton Keynes, 6-7 June Fully		Electric GT, Silverstone, 12 August	National Drive Electric week, Lincoln, 9-17 September	Sustainable Travel Event, Milton Keynes, 19-20 October		
Awards									
Customer Newsletters									
Deliverables	Customer Research and trial update report Marketing, PR and dissemination activities report			Customer Research and trial update report Marketing, PR and dissemination activities report			Customer Research and trial update report Marketing, PR and dissemination activities report		Customer Research and trial update report Marketing, PR and dissemination activities report
Milestones	Total 100 recruit orders Total 40 customers in trial			Total 240 recruit orders Total 140 customers in trial	Decision re V2G		Total 380 recruit orders Total 280 customers in trial		

Appendix 11 –2016/2017 Electric Nation Media Coverage

Table 1: Electric Nation 2016/17 Media Coverage

Name	Date	Web Address
ABP Club	16-Sep-16	http://www.abpclub.co.uk/bodyshop-news.php?story=Electric-Nation---seeks-electric-vehicle-/plug-in-hybrid-drivers-for-smart-charging-trial-132357
AM Online (Automotive Management)	14-Sep-16	http://www.am-online.com/news/technology/2016/09/14/electric-nation-project-aims-to-prepare-uk-energy-infrastructure-for-widespread-ev-usage
Amalgam Models		http://www.amalgam-models.co.uk/projects/electric-nation-model/
Automotive Comms		http://www.automotivecomms.co.uk/case-studies/
Automotive IQ	18-Jan-17	http://www.automotive-iq.com/powertrain/articles/electric-charging-can-global-grids-withstand-ev-boom
Blue & Green Tomorrow	14-Sep-16	http://blueandgreentomorrow.com/energy/new-owners-electric-vehicles-invited-join-electric-nation-community/
Cenex	13-Oct-16	http://www.cenex-lcv.co.uk/2016/partial/bios/gill-nowell.html
Cleantechnica	13-Oct-16	https://cleantechnica.com/2016/10/13/fully-charged-explores-electric-nation/
Cleantechnica	04-Apr-17	https://cleantechnica.com/2017/04/04/electric-nation-project-recruits-new-ev-owners-free-smart-chargers/
Contract Hire A Car	27-Feb-17	http://www.contracthireacar.com/blog/contemplating-electric-car-leasing-become-an-electric-nation-guinea-pig-and-you-could-get-a-faster-smart-charger-for-free/
Contract Hire & Leasing	14-Sep-16	https://www.contracthireandleasing.com/car-leasing-news/electric-vehicle-nation-needs-you/
Contract Hire & Leasing	29-Nov-16	https://www.contracthireandleasing.com/car-leasing-news/european-manufacturers-join-forces-for-new-fast-charge-network/
Drive Electric	16-Sep-16	http://www.drive-electric.co.uk/2016/09/16/ev-owners-join-electric-nation-community/
DriveEV	31-Mar- 17	http://driveev.net/2017/03/31/former-mayor-of-milton-keynes-joins-electric-nation-charging-trial/
EA Technology		https://www.eatechnology.com/projects/wpds-electric-nation/

EA Technology		https://www.eatechnology.com/products-and-services/create-smarter-grids/electric-vehicles/electric-nation
Electric Cars Report	16-Sep-16	http://electriccarsreport.com/2016/09/uk-launches-electric-nation-project/
Electric Cars Report	04-Apr-17	http://electriccarsreport.com/2017/04/free-home-smart-chargers-ev-owners-rolled-milton-keynes/
Electric Nation	14-Sep-16	http://www.electricnation.org.uk
Electrive		http://www.electrive.com/2017/04/05/london-electric-nation-madrid-norway-tesla/
Electronic Specifier		http://automotive.electronicspecifier.com/ev/
Energy Central	06-Mar-17	http://www.energycentral.com/news/electric-nation-project-trial-electric-car-smart-charging
Energy Live News	28-Feb-17	http://www.energylivenews.com/2017/02/28/new-project-offers-ev-equipment-free-of-charge/
Energy Live News	31-Mar-17	http://www.energylivenews.com/2017/03/31/new-ev-owners-in-milton-keynes-to-get-free-chargers/
Enjoy Swansea Bay	31-Mar-17	http://www.enjoyswanseabay.com/clean-air-roadshow/
Environment Guru	04-Apr-17	http://www.environmentguru.com/pages/elements/element.aspx?id=4723859
EV Charging Solutions	20-Sep-16	http://www.evchargingsolutions.co.uk/free-smart-chargers-members-electric-nation-community/
EV Charging Solutions		http://www.evchargingsolutions.co.uk/wp-content/uploads/2016/09/Electric-Nation-Brochure-A4-P7.pdf
EV Fleet World	14-Sep-16	http://evfleetworld.co.uk/electric-nation-seeks-ev-drivers-for-smart-charging-trial/
EV Motion		http://www.evmotion.co.uk/solutions/zero-carbon-world-commercial-charge-point-donations/
EV Obsession	21-Oct-16	http://evobsession.com/ev-network-group-launched-uk-help-transition-evs/
EV Performance	17-Oct-16	http://www.evperformance.co.uk/new-electric-vehicle-owners-invited-join-electric-nation-community/
Fleet News	14-Sep-16	http://www.fleetnews.co.uk/news/fleet-industry-news/2016/09/14/electric-nation-project-to-use-smart-technology-to-manage-ev-charging-demand

Fleet News	09-Nov-16	http://www.fleetnews.co.uk/news/fleet-industry-news/2016/11/09/evolt-smart-chargers-selected-for-nationwide-trial
Fleet News	22-Feb-17	http://www.fleetnews.co.uk/news/environment/2017/02/22/installation-of-free-smart-chargers-gets-underway-for-ev-owners
Fleet News	06-Mar-17	http://www.fleetnews.co.uk/news/car-industry-news/2017/03/06/electric-nation-project-to-trial-electric-car-smart-charging
FleetPoint	04-Apr-17	http://www.fleetpoint.org/fleet-industry-news/news-by-date/free-home-smart-chargers-electric-vehicles/
Fuel Included	16-Nov-16	http://fuelincluded.com/news/electric-cars/
Fuel Included	16-Apr-17	http://fuelincluded.com/2017/04/free-home-smart-chargers-for-electric-vehicle-owners-rolled-out-in-milton-keynes/
Fully Charged Show		http://www.fullychargedshow.co.uk/electric-nation/
Go Ultra Low	30-Sep-16	https://www.goultralow.com/ready-join-electric-nation/
Go Ultra Low Nottingham		http://goultralownottingham.org.uk/latestnews/
Green Car Guide	16-Sep-16	http://www.greencarguide.co.uk/2016/09/electric-nation-community/
Green Car Guide	19-Sep-16	http://www.greencarguide.co.uk/features/future-green-car-technologies-lcv2016/
Green Car Guide	17-Jan-17	http://www.greencarguide.co.uk/features/local-electricity-networks/
Green Car Guide	21-Feb-17	http://www.greencarguide.co.uk/2017/02/free-smart-chargers/
Green Car Guide	03-Mar-17	http://www.greencarguide.co.uk/2017/03/electric-cars-unveiled-geneva-motor-show/
GreenFleet	15-Sep-16	http://www.greenfleet.net/news/2858-ev-drivers-invited-to-take-part-in-electric-nation-project
GridKey		http://www.gridkey.co.uk/index.php/2016/09/15/new-electric-vehicle-owners-are-invited-to-join-the-electric-nation-community/
GridKey	02-Mar-17	http://www.gridkey.co.uk/index.php/news/
Honest John	04-Apr-17	https://www.honestjohn.co.uk/news/miscellaneous/2017-04/ev-owners-wanted-for-free-home-charging-point-trial/

ICU	16-Sep-16	http://alfen.pr.co/135943-icu-charging-equipment-levert-slimme-laadpunten-aan-grootste-laadproject-ter-wereld-voor-elektrische-auto-s-in-engeland
ICU	27-Feb-17	http://www.icu-charging-stations.com/nieuws/
Impact Utilities	30-Sep-16	http://media.wix.com/ugd/8c6170_2a37b15bcc60448aaae8e8f8fa40cfa3.pdf
Impact Utilities		https://www.impactutilities.co.uk/electric-nation
IMechE	30-Sep-16	https://www.imeche.org/news/news-article/the-trials-and-tribulations-of-velcro-and-an-at-lcv2016
Intelligent Mobility Insight	24-Feb-17	http://intelligentmobilityinsight.com/news/gFp/Smart-charger-trial-studies-effect-on-the-grid
Intelligent Mobility Insight	03-Apr-17	http://www.intelligentmobilityinsight.com/news/gk0/Free-smart-chargers-for-EV-project
ITS International	07-Nov-16	http://www.itsinternational.com/sections/general/news/evolt-smart-chargers-selected-for-major-nationwide-trial/
LAPV (Local Authority Plant & Vehicles)	23-Mar-17	http://www.lapv.co.uk/news/fullstory.php/aid/905/First_Electric_Nation_charge_point_installed.html
LinkedIn		https://uk.linkedin.com/in/gill-nowell-b955a531
LinkedIn Slideshare		http://www.slideshare.net/lanHanton1/electricnationcustomerinformationbrochure
Low Carbon South West	14-Sep-16	http://www.lowcarbonsouthwest.co.uk/icu-charging-equipment-selected-as-supplier-for-the-worlds-largest-electric-vehicle-smart-charging-project/
Low Carbon South West	28-Feb-17	https://www.lowcarbonsouthwest.co.uk/installation-of-free-smart-chargers-gets-underway-for-electric-vehicle-owners-in-electric-nation-project/
Low Carbon Swansea	14-Sep-16	http://lowcarbonswansea.weebly.com
LowCVP	15-Sep-16	http://www.lowcvc.org.uk/news/electric-nation-project-seeks-ev-drivers-to-help-in-largest-electricity-network-capability-trial_3510.htm
Lucy Electric		http://www.lucyelectric.com/en/press-news/company/gridkey-collaborates-electric-nation-community/
Motors	22-Feb-17	http://news.motors.co.uk/news/electric-vehicle-drivers-now-benefiting-from-free-smart-chargers/

Motor Trade News	21-Feb-17	http://www.motortradenews.com/news/automotive-news/40137-first-electric-nation-smart-chargers-roll-out.html
Network	18-May-16	https://networks.online/gphsn/news/1000115/wpd-develop-modelling-tool-ev-loads
Network	23-Feb-17	https://networks.online/gphsn/news/1000490/ev-trial-offers-free-smart-chargers
Network	13-Apr-17	https://networks.online/gphsn/industry-insight/1000550/evs-help-defer-costly-reinforcements
Next Green Car	15-Sep-16	http://www.nextgreencar.com/news/7809/electric-nation-smart-charging-project-launched/
Northern Automotive Alliance	29-Sep-16	http://northernautoalliance.com/news/naa-member-news-ea-technology-launches-electric-nation-project/
Northern Automotive Alliance	11-Nov-16	http://northernautoalliance.com/news/northern-automotive-alliance-awards-highlight-innovation-regions-automotive-businesses/
Perrys	03-Apr-17	http://www.perrys.co.uk/car-news/tag/electric-nation/
Prestige Electric Car & Bike	22-Feb-17	http://www.prestigeelectriccar.com/en/news/2093/Installation_of_free_smart_chargers
Regen SW	27-Feb-17	https://www.regensw.co.uk/blog/installation-of-free-smart-chargers-gets-underway-for-electric-vehicle-owners-in-electric-nation-pro
Robert Llewellyn, Twitter	10-Oct-16	https://twitter.com/bobbyllew/status/785591707391954944
Smart Cities World	23-Feb-17	https://smartcitiesworld.net/news/news/electric-nation-vehicle-trial-underway-1414
Speak EV	26-Sep-16	https://speakev.com/threads/joining-the-electric-nation-community.20267/
Speak EV	23-Jan-17	https://speakev.com/threads/electric-nation-warning-timeframe-for-home-charger-install.25961/
Stratford Energy	18-Nov-16	http://www.stratfordenergy.co.uk/free-ev-smart-chargers-for-members-of-the-electric-nation-community/
Stratford Energy	21-Feb-17	http://www.stratfordenergy.co.uk/about/news/
Sustainability Network	06-Mar-17	http://www.sustainabilitynetwork.co.uk/group/sustainable-travel/forum/topics/electric-nation-seeking-electric-vehicle-users-in-sw?xg_source=activity

TopCar News	03-Apr-17	http://topcarnews.co.uk/news/article/302/free_home_smart_chargers_for_electric_vehicle_owners_are_rolled_out_in_milton_keynes
TransportXtra	14-Sep-16	https://www.transportxtra.com/publications/local-transport-today/news/50046/electric-nation-launched-at-low-carbon-vehicle-event
TransportXtra	24-Feb-17	https://www.transportxtra.com/publications/local-transport-today/news/52995/electric-nation-starts-installing-free-smart-chargers
travelwest	09-Mar-17	https://travelwest.info/drive/electric-vehicles/buying-leasing-electric-vehicle-you-may-qualify-free-smart-charger
TRL	14-Sep-16	http://test.trl.co.uk/news-hub/trl-press-releases/2016/2016/september/new-electric-vehicle-owners-are-invited-to-join-the-electric-nation-community/
Twitter	14-Sep-16	https://mobile.twitter.com/electricnation_
UK Export News	14-Nov-16	http://www.ukexportnews.co.uk/news/3272/EA-Technology-Electric-Nation-Project-Wins-Northern-Automotive-Alliance-Marketing-Award-2016
Utility Week	11-Oct-16	http://utilityweek.co.uk/news/electric-nation-launches-worlds-largest-ev-charging-trial/1283922#.WDhsO3ecZ-U
Utility Week	10-Mar-17	http://utilityweek.co.uk/news/topic-energy-will-cease-to-be-a-passive-centralised-system/1297582#.WPaFlrGZOL8
V2G	15-Oct-16	http://www.v2g.co.uk/2016/10/will-the-united-kingdom-become-an-electric-nation/
Western Power Distribution	Autumn 16	https://www.westernpower.co.uk/docs/Innovation-and-Low-Carbon/Innovation-newsletters/Autumn-2016-newsletter_Final.aspx
Western Power Distribution	22-Feb-17	https://www.westernpower.co.uk/About-us/News/Are-you-an-electric-vehicle-owner.aspx
Western Power Distribution	03-Mar-17	https://www.westernpower.co.uk/About-us/News/More-electric-cars-to-be-unveiled-at-the-Geneva-Mo.aspx
Western Power Distribution	10-Mar-17	https://www.westernpower.co.uk/About-us/News/Are-you-an-electric-vehicle-owner.aspx
YouGen	16-Feb-17	http://www.yougen.co.uk/blog-entry/2948/Free+electric+vehicle+smart+chargers+offered+as+part+of+regional+trial/
Your Local Flyer		http://www.yourlocalflyer.co.uk/category/local-news-pages/page/3/

YouTube	04-Nov-16	https://www.youtube.com/watch?v=0t8ld04u46g
Zap Map	15-Sep-16	https://www.zap-map.com/smart-charging-project-electric-nation-launched/

