

Project deliverable D6.2

Preliminary Exploitation Plan



Funded by
the European Union

DELIVERABLE ADMINISTRATIVE INFORMATION

Deliverable Administration					
Grant Agreement	101192753	Project name	ePowerMove		
Deliverable no.	D6.2	Deliverable Name	Preliminary Exploitation Plan		
Status	Final	Due	M6	Date	08/07/2025
Editor/Lead author	Pekka Koponen (Forum Virium Helsinki, FVH)				
Co-authors	Nejc Ster (MET), Haibo Chen (UNIVLEEDS), Jernej Jožič (UL), Eero Ojala (IGL), Jarkko Kuntanen (UTU), Gordana Krstic (KLAG), Andreas Kasis, Lenos Hadjidemetriou (UCY), Mehrnaz Farzam Far (VTT), Dominic Schallauer (ATECH), Andrew Winder (ERTICO)				
Peer reviewers	Martin Ruhhütl (KNG), Jarkko Kuntanen (UTU)				
Dissemination level	PU - Public				
Quality Control					
Document history	Version	Date	Submitted	Comments	
	V0.1	19/05/2025	Pekka Koponen	First draft	
	V0.2	09/06/2025	Pekka Koponen	Changes based on GA meeting in Vienna. Survey form sent out.	
	V0.3	25/06/2025	Pekka Koponen	Partner contributions added	
	V0.4	27/06/2025	Pekka Koponen	Ready for peer review	
	V0.5	04/07/2025	Pekka Koponen	Changes suggested by peer reviewers done, final version	
	V1.0	08/07/2025	Andrew Winder	Final check by Coordinator and submission	

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EXECUTIVE SUMMARY

This Preliminary Exploitation Plan (D6.2) provides the initial framework for the exploitation and commercialisation of the ePowerMove project's results. As the first version of this evolving plan, it sets the foundation for future updates, culminating in the Final Exploitation Plan & Business Model (D6.5) at Month 41 of the project (May 2028). This deliverable is a key output from Task 6.4, "Exploitation and roll out plan," and is closely linked with the Innovation Management task (Task 7.3) and IPR/Data Management Plan in Work Package 7 (WP7), as well as WP5 "Roll-out acceleration."

The ePowerMove project aims to design flexible, scalable, and interoperable bidirectional smart and slow-charging solutions for electric vehicles (EVs). It seeks to reduce infrastructure costs, optimise global energy usage by integrating advanced charging technologies and intelligent grid energy control, and enhance system efficiency while supporting renewable energy integration. The project is driven by social innovation, affordability, and user acceptability, with real-world demonstrations in Helsinki, Klagenfurt, and Nicosia focusing on cost reduction, new business models, and grid compatibility, respectively.

The exploitation strategy focuses on ensuring the successful and widespread uptake of the project's Key Exploitable Results (KERs). These KERs include:

- Less physically and visually intrusive bi-directional AC chargers and installation system
- Easy and intuitive to use Mobile Application for bi-directional charging
- A smart integration system of rooftop solar panels and EV charging as an energy community
- An intelligent multi-level synergetic framework with solutions for optimised co-management of EV charging and Renewable Energy Sources (RES) and co-control in a grid friendly manner to avoid peak consumptions.

The core objectives of the exploitation strategy are:

1. **Pilot Validation and Optimisation:** Analysing and validating results from pilot demonstrations to identify new possibilities, strengths, challenges, and missing components, ensuring applicability in diverse regional contexts and focusing on grid-friendly V2G services.
2. **Replication and Scaling Up:** Identifying new stakeholders, building partnerships, and securing funding to replicate solutions in other locations, with a strong emphasis on industrial collaboration for commercialisation of KERs.
3. **Training and Capacity Building:** Equipping stakeholders with the knowledge and skills to implement and sustain advanced charging solutions, particularly V2G functionalities, through workshops and materials.
4. **Dissemination:** Utilising effective channels and tools, as detailed in deliverables D6.1, D6.3, and D6.6, to spread project knowledge.
5. **Policy and Regulatory Support:** Advocating for policies and regulations that support smart and bidirectional EV charging, engaging with policymakers to create a supportive framework and contributing to EU-level policy recommendations.

The main pathways towards impact include enhanced EV adoption and sustainable energy management through improved charging infrastructure, optimised energy usage, and renewable energy integration. This also aims to establish European leadership and competitiveness in e-mobility by fostering innovation and strengthening the sector through widespread replication and commercialisation of ePowerMove solutions, especially in advanced V2G technologies.

Partner-specific exploitation plans have been collected via an internal survey, outlining activities related to each Key Exploitable Result (KER) and general exploitation goals. These plans highlight commitments from industrial, SME, research, and public authority partners to refine products, develop cost-effective solutions, advance knowledge, and inform policy-making. This preliminary plan serves as a vital guide for coordinating exploitation activities and building sustainable pathways for the consortium from the project's outset, acknowledging the dynamic nature of the EV and V2G charging ecosystem.

LIST OF ABBREVIATIONS AND ACRONYMS

Acronym	Meaning
CINEA	European Climate, Infrastructure and Environment Executive Agency
CPO	Charging Point Operator
DSO	Distribution System Operator
EC	European Commission
EU	European Union
EV	Electric Vehicle
KER	Key Exploitable Result
KPI	Key Performance Indicator
R&D	Research and Development
SME	Small and Medium Enterprise
V2G	Vehicle-to-Grid
WP	Work Package
RES	Renewable Energy Sources
DoA	Description of the Action
IEC	International Electrotechnical Commission
ISO	International Organization for Standardization
ITS	Intelligent Transportation Systems

1 INTRODUCTION

1.1 Project introduction

As electric vehicle (EV) markets continue to grow rapidly, ensuring affordable, accessible, and efficient charging infrastructure is critical to supporting mass adoption. The ePowerMove project designs flexible, scalable, and interoperable bidirectional smart and slow-charging solutions that adapt to diverse regional power systems and evolve with technology and policy, reducing infrastructure costs while being less intrusive. The project optimises global energy usage by combining advanced charging technologies and intelligent grid energy control to enhance system efficiency and support the increasing share of renewable energy. Social innovation, affordability, and user acceptability drive the project's developments, ensuring solutions meet real-world needs across diverse socio-cultural and economic contexts.

The ePowerMove project demonstrates its innovative non-intrusive, efficient and slow-charging solutions across three key locations, each addressing a critical aspect of EV charging and integration. In Helsinki, Finland, the focus is on reducing infrastructure costs and enhancing user experience. Klagenfurt, Austria, explores new business models to drive sustainable e-mobility, while Nicosia, Cyprus, optimises grid compatibility and energy flow management. Together, these real-world demonstrations ensure that ePowerMove delivers scalable, cost-effective, and user-centric charging solutions that support the mass adoption of EVs across Europe.

ePowerMove works to ensure the seamless integration of slow, smart and bidirectional charging into the energy system, making EVs a valuable asset in sustainable energy management. The project also focuses on developing advanced user-centric applications, ensuring friendly and efficient access to charging infrastructure. Additionally, ePowerMove explores scalable planning and mass deployment models. The project builds on proven models from previous EU-funded projects, providing a scalable, flexible, and interoperable architecture that aligns with a variety of regional power systems and Vehicle-to-Grid (V2G) technologies. By exploring new business and usage models, the project aims to accelerate policy interventions and mass deployment strategies for widespread EV adoption. By creating a flexible, scalable, and interoperable architecture, the project will contribute to reducing greenhouse gas emissions and fostering sustainable urban e-mobility, supporting the EU's electrification and decarbonisation goals.

For more information on the project, see <https://epowermove.eu>

1.2 Overview of this Deliverable

This deliverable is one of the outcomes from Task 6.4. 'Exploitation and roll out plan'.

Task 6.4 focuses on exploitation of project results, targeting cities, charging point operators (CPOs), distribution system operators (DSOs), parking companies, housing companies and other key stakeholders. A detailed roll-out plan will be created, which relies on the partners' capacity to engage a broad range of stakeholders and audiences from within and outside the consortium. The consortium aims to maximise the opportunities of presenting the project results and impact in relevant events at each project stage, particularly at the conclusion of the project, to effectively promote the project results uptake by all stakeholders.

This project contributes to the co-programmed European Partnership on 'Towards zero emission road transport' (2ZERO). As such, the project will report on the results to the 2ZERO Partnership in support of the monitoring of its Key Performance Indicators (KPIs). Moreover, the project will contribute to common information, clustering and dissemination activities to increase the visibility and synergies between relevant Horizon Europe / other programme supported actions.

The consortium will make use of all tools provided by the European Commission (EC) to support ePowerMove dissemination and exploitation:

- Open Research Europe platform: to publish scientific papers
- Horizon Results platform: to showcase the research results and identify collaboration opportunities
- Horizon Results Booster: to take advantage of consulting services including the portfolio dissemination and exploitation strategy, business plan development and go-to-market support
- Innovation radar: to reach the market with the project innovation
- TRIMIS platform: create a project page linking to the ePowerMove website.

This Preliminary Exploitation Plan (D6.2) will establish the foundation for future exploitation and commercialisation of the results of the ePowerMove project. It is the first version of the exploitation plan and will be updated during the project.

In addition to the general Communications, Dissemination and Exploitation Plan, ePowerMove project has three separate deliverables focusing only on exploitation. Exploitation is especially important in this kind of project where the results of the project can impact the development of a radically new ecosystem based on new business models and legislation, allowing bi-directional energy transfer even at single citizen level. From the cities perspective this can be a game changing development related to the energy distribution networks.

1.3 Links with other Work Packages and Deliverables

During the project separate exploitation plans will be produced to complement the overall Communications, Dissemination and Exploitation Plan, D6.1.

The exploitation plan will evolve over time through a series of deliverables:

- D6.2 - Preliminary Exploitation Plan (M6): Establishes the foundation for future exploitation and commercialisation.
- D6.4 - Interim Exploitation Plan (M24): Updates and refines the strategy based on project developments.
- D6.5 - Final Exploitation Plan & Business Model (M41): Provides a detailed business model to ensure long-term sustainability and impact.

The exploitation strategy will be developed in Task 6.4 in co-operation with the Innovation Management task (T7.3). T6.4 also relates to the IPR issues and the Data Management Plan which are in the scope of WP7.

Task 6.4 is linked to the work done in WP5 'Roll-out acceleration' including a task on business models.

2 EXPLOITATION STRATEGY

The project innovations and identified methodologies have a high potential for being widely deployed and exploited after the end of the project as the consortium involves innovative industrial actors and users. The exploitation strategy will be developed within Task 6.4 starting in Month 4 in liaison with the Innovation Management Task (T7.3) creating an exploitation and implementation process.

First each partner within the consortium will develop an individual exploitation plan, as part of Task 6.4 'Exploitation and roll out plan', based on its main interests (i.e. academic, commercial), its role in the development of the project outcomes and the individual exploitable results of the project. Based on the individual exploitation plans an overall exploitation strategy will be put together.

The ePowerMove project's exploitation strategy is designed to ensure the successful and widespread uptake of its Key Exploitable Results (KERs) by relevant stakeholders, maximising the project's impact during and after its lifetime. This strategy aligns with the broader goals of the ePowerMove project to accelerate the adoption of electric vehicles and integrate smart charging solutions into the energy system, specifically focusing on solutions that enable grid-friendly V2G bi-directional EV charging services.

2.1 Objectives and Strategies

The exploitation strategy for ePowerMove's KERs encompasses several key objectives and corresponding strategies:

1. **Pilot Validation and Optimisation:** The project will analyse and validate the results gathered from various pilot demonstrations in Helsinki, Klagenfurt, and Nicosia. This validation process will identify new possibilities, strengths, challenges, and missing components related to EV charging infrastructure and integration in diverse regional contexts, prior to replication and scaling up. The demonstrations aim to showcase the efficacy of flexible, scalable, and interoperable bidirectional smart and slow-charging solutions, especially regarding grid-friendly V2G services, while also showcasing their applicability in different climate zones and regulatory environments.
2. **Replication and Scaling Up:** Based on the successful pilot demonstrations, ePowerMove solutions will be replicated in other locations. This involves identifying new key stakeholders, building partnerships and networks, and securing funding to support the replication and scaling processes, including potential new application areas, increased impact, and commercial potential. Collaboration with industrial players is crucial to promote the commercialisation of KERs, share knowledge and expertise, and facilitate technology transfer, particularly for the developed EV charging infrastructure, V2G platforms, and smart charging algorithms.
3. **Training and Capacity Building:** Through the various pilot demonstrations and other activities, ePowerMove will train and build the capacity of stakeholders involved in the EV charging and energy management value chains. This includes providing workshops and materials to equip stakeholders with the knowledge and skills needed to implement and sustain the advanced charging solutions, focusing on the specific V2G functionalities. Scientific impacts include generating high-quality new knowledge, strengthening the capacity building of researchers, and fostering knowledge diffusion and open science in the field of intelligent and bi-directional charging.
4. **Dissemination:** Effective dissemination channels and tools are paramount for successful exploitation. Dissemination and communication activities of the project are described more in detail in deliverables D6.1, D6.3 and D6.6.

5. **Policy and Regulatory Support:** ePowerMove will advocate for policies and regulations that support the implementation of smart and bidirectional EV charging practices, particularly those that enable V2G services. This includes engaging with policymakers and building partnerships with government agencies and other stakeholders to create a supportive policy and regulatory framework. The project will contribute to improving regional, national, and EU-level policies by providing scientifically proven and co-validated examples to generate policy recommendations for the widespread adoption of V2G technology and related market designs.

2.2 Main pathways towards Impact

ePowerMove project's main pathways towards impact are:

1. **Enhanced EV Adoption and Sustainable Energy Management:** Improved accessibility, affordability, and efficiency of EV charging infrastructure, leading to increased mass adoption of EVs. This also includes optimised energy usage, integration of renewable energy sources, and reduced infrastructure costs, contributing to a more sustainable energy system by leveraging the grid-friendly V2G capabilities for demand response and grid stabilisation.
2. **European Leadership and Competitiveness in E-mobility:** Widespread replication and commercialisation of ePowerMove solutions supported by developed policy recommendations and new business models. This fosters innovation and strengthens European industrial sustainability and competitiveness in the e-mobility sector, particularly in the development and deployment of advanced V2G technologies and services.

3 EXPLOITATION PLAN

The ePowerMove exploitation plan is designed to facilitate the commercialisation and implementation of the project’s results and findings, ensuring they reach interested stakeholders and accelerate their uptake.

Table 1 presents a synopsis of initial planning and priorities, grouped by partner type (cluster), which serve as a basis for the development of the exploitation pathways as part of the project activities in T.6.4 ‘Exploitation and roll out plan’.

Table 1: Exploitation per partner cluster

Exploitation plan (during and right after the project)	Exploitation potential (longer term)
Industry sector (UTU, MET, EAC, KNG)	
<p>During the project, industry partners (UTU, MET) will leverage ePowerMove's findings to refine and commercialise interoperable charging solutions.</p> <p>They will integrate insights from demonstrations to enhance product offerings. Post-project, they will actively market these solutions, benefiting from increased demand driven by regulatory shifts and environmental awareness.</p> <p>Grid managers/owners (EAC, KNG) will have readiness for V2G vehicles and their participation in the grid.</p>	<p>In the long term, industry partners (UTU, MET) will expand their market presence globally, capitalising on the growing adoption of EVs. They will evolve their product lines to align with emerging technologies, sustaining growth through continuous innovation and strategic partnerships.</p> <p>Grid managers/owners (EAC, KNG) can utilise mass-adoption of V2G vehicles as an active part in their grid operations.</p>
Small and Medium Enterprise (SME) (AVANT, IGL, EVP, PAP)	
<p>During the project, SMEs will utilise ePowerMove’s research to develop cost-effective charging solutions tailored for smaller-scale deployments.</p> <p>Post-project, they will capitalise on their agility to swiftly adapt and scale production based on market demands, establishing themselves as key players in the evolving e-mobility landscape.</p>	<p>In the long term, SMEs will diversify their product portfolios, branching into related sectors such as energy management and smart infrastructure. They will establish themselves as innovative leaders, securing partnerships and contracts with major industry players in governmental bodies.</p>
Research sector (UNIVLEEDS, VTT, ATECH, UCY, UL)	
<p>Throughout the project, research institutions will collaborate to advance knowledge and technologies in e-mobility, contributing to academic publications and conferences. Post-project, they will continue to conduct research, focusing on optimising charging infrastructure and exploring new avenues in sustainable transportation, attracting funding and talent.</p>	<p>In the long term, research institutions will drive groundbreaking innovations, influencing policymaking and industry standards.</p> <p>They will establish interdisciplinary research hubs, fostering collaboration among academia, industry, and government to better address complex challenges in transportation and energy.</p>

Associations and public authorities (ERTICO, e-Mobility Europe, FHV, ATECH, KLAG)

During the project, associations and public authorities will utilise ePowerMove’s insights to inform policy-making and regulatory frameworks, thus facilitating the adoption of sustainable transportation solutions. Post-project, they will implement regulations and incentives to encourage the deployment of charging infrastructure, fostering a supportive ecosystem for e-mobility.

In the long term, associations and public authorities will shape the future of transportation through strategic planning and investment. They will promote international cooperation, aligning policies and standards to enable seamless integration of electric vehicles into global mobility and electricity networks.

4 EXPECTED KEY EXPLOITABLE RESULTS AND PARTNER SPECIFIC PLANS

4.1 Overview of KERs

The main innovations and outcomes of ePowerMove, the key products outlined in Section 1 of the Description of the Action (DoA), represent the project’s KER. These will guide the development of exploitation pathways throughout the project, ensuring scalability and real-world implementation. In the DoA following four Key Products were listed as outcomes of the project:

Table 2: Key products of the project = Key Exploitable Results, KERs

ePowerMove, Key Products = Key Exploitable Results	
P01:	Less physically and visually intrusive bi-directional AC chargers and installation system.
P02:	Easy and intuitive to use Mobile Application for bi-directional charging.
P03:	A smart integration system of rooftop solar panels and EV charging as an energy community.
P04:	An intelligent multi-level synergetic framework with solutions for optimised co-management of EV charging and RES and co-control in a grid friendly manner to avoid peak consumptions.

4.2 Partner specific plans

Task leader FVH conducted an internal survey to collect the initial list of specific plans of the partners. Plans and activities were asked in relation to each project KER when that was relevant to the partner. There was a possibility to list also more general exploitation related plans. At this stage nobody suggested new KERs, but that is possible later during the project.

4.2.1 Planned exploitation activities per KER

Table 3: Key Exploitable Results (KER) and partner specific exploitation plans at the time of writing (M6: June 2025)

Partner	Planned exploitation activities by partners at the moment (M6)
KER P01: Less physically and visually intrusive bi-directional AC chargers and installation system.	
MET	<p>During the project Metron plans to implement ISO15118 V2G standard to our charging stations making our stations ready for future needs. Metron plans to certify charging station design and functionalities according to user needs.</p> <p>In long term we plan to increase our turnover by 20% and employ new people in the production and Research and Development (R&D) department.</p>

UNIVLEEDS	While UNIVLEEDS is not directly involved in developing this KER, we would like to use its results to create new research-driven teaching and learning materials. This can help students understand how to develop user-centric solutions in transport.
IGL	The V2G functionality will be integrated and rigorously tested within the charger prototypes during the project, with a long-term plan to use this proprietary V2G software with other AC chargers
UTU	Developed on-street charging solution should provide new edge to UTU's EVSE portfolio. The target is to get at minimum 20% annual growth in company's EVC business turnover bringing up to 10 more job vacancies in sales, engineering and manufacturing. UTU's strategic focus remains in Northern Europe, around Baltic Sea market. Low-cost AC charging with V2G functionality and with solution management features is well aligned with UTU's product strategy targets.
KLAG	Klagenfurt aims to support the implementation of visually unobtrusive bi-directional AC chargers within public spaces. We will follow and identify the integration and gathering of data on the pilot site during the process. If this is positive, we will intend to include such chargers in future tenders and urban mobility strategies to ensure wide-scale deployment.
ATECH	During the project: Insights gained from gathering user and technical requirements will be actively integrated into the daily operations of Austria's National Competence Centre for Electromobility. This will support more effective stakeholder engagement by enabling communication and outreach strategies tailored to specific groups. Additionally, the findings will be used as examples to promote the deployment of less intrusive bi-directional AC chargers. Long term, after the project: The project learnings will inform the development of policy objectives in collaboration with the Federal Ministry. This will help shape national strategies to guide the targeted deployment of bi-directional charging infrastructure where it is most effective.
ERTICO	Not directly relevant (as ERTICO is not developing this result), but non-confidential knowledge relating to this KER (return on experience, lessons learnt, usage and user feedback) will be disseminated.

KER P02: Easy and intuitive to use Mobile Application for bi-directional charging.

UL	Our main plans are connected to scientific publications. We are leading task 3.1 where we develop architecture for the bidirectional charging and we plan to publish our work at a conference or in a journal. We do not hold any long-term plans for this KER.
IGL	We'll develop and test the mobile application for intuitive bidirectional charging control, with a long-term plan to scale the implementations to other locations
UTU	As in case of KER P01, usability and mobile applications is a vital part of EVC solution. This is mandatory and integral part of charging solution offering.
KLAG	During the project: We are providing user feedback through pilot testing and real-world trials in Klagenfurt.

	Long term: If successful, the city may recommend or require compatibility with such apps in local car-sharing or EV infrastructure deployments to ensure accessibility and ease of use for residents.
ATECH	<p>During the project: The development and implementation of this kind of charging station brings valuable insights to how inclusive and fair infrastructure should look like. This helps in planning and coordinating subsidy programmes and implementing further standards on charging infrastructure.</p> <p>Long term, after the project: The findings will inform national efforts to develop regulatory and interoperability frameworks for user-facing applications in bi-directional charging systems. The National Competence Centre for Electromobility will leverage these results to help define usability and accessibility benchmarks that ensure efficient user engagement with smart charging infrastructure, supporting the widespread adoption of V2G-ready systems across Austria.</p>
ERTICO	Not directly relevant (as ERTICO is not developing this result), but non-confidential knowledge relating to this KER (return on experience, lessons learnt, usage and user feedback) will be disseminated.
KER P03: A smart integration system of rooftop solar panels and EV charging as an energy community.	
MET	Metron plans to offer support to local communities on best practices in public charging infrastructure.
UL	Our work at the Laboratory of Energy Policy is connected to energy communities research and we might like to use the results, methodology, etc. in our future work after the end of the project.
IGL	We'll be focusing on its interoperability with potential aggregators. Long-term, we aim to partner with energy aggregators.
UTU	P03 is an interesting solution concept, market potential of which will be explored during the project.
KLAG	This KER is aligned with the city's goals of increasing the self-consumption of renewable energy and reducing dependency on the external electricity supply. We would like to implement it. We already have a Project E3@School, where we have PV panels on the walls and collect energy for charging cars and various other self-supply options.
VTT	Recommendations to regulatory authorities especially on integration of RES with chargers: VTT will use these recommendations in consultations with national and EU regulatory bodies and in its involvement in policy-related working groups. The recommendations will inform policy white papers, support regulatory alignment, and feed into project proposals focusing on grid integration and sustainability.
UCY	During the project: Investigate potential benefits for reducing electricity cost and improving sustainability of EV charging to quantify the competitive advantage and added value by the developed technology. Long term: investigate licensing potentials

	or integration of the developed methods into existing energy management or EV charging solutions to commercial results.
KNG	The smart integration of PV and EV is a key factor for DSOs in the future. With the knowledge out of this project we want to gain expertise how the smart integration can look like.
ERTICO	Not directly relevant (as ERTICO is not developing this result), but non-confidential knowledge relating to this KER (return on experience, lessons learnt, usage and user feedback) will be disseminated.
KER P04: An intelligent multi-level synergetic framework with solutions for optimised co-management of EV charging and RES and co-control in a grid friendly manner to avoid peak consumptions.	
UNIVLEEDS	UNIVLEEDS will develop digital twins for various EVs to be integrated in the simulation environment.
UL	Our main plans are connected to scientific publications. We are leading task 3.1 where we develop architecture for the bidirectional charging and we plan to publish our work at a conference or in a journal. We do not hold any long term plans for this KER.
IGL	We'll be focusing on its interoperability with potential aggregators. Long-term, we aim to partner with energy aggregators.
UTU	Being able to optimize charging capacity and cost of electricity are also key aspects in successful charging solution offering: Optimisation of these parameters must be part of the future solution offering.
UCY	<p>During the project: Produce high-impact scientific publications. Quantify potential benefits of the developed solutions for relieving congestions while integrating more RES and serving more EVs in pilot sites and in digital twins to indicate the added value by the developed technology.</p> <p>During and after the project:</p> <ul style="list-style-type: none"> (i) Leverage KER for involvement in new EU and national projects, (ii) develop PhD programs, (iii) integrate the developed framework into existing programs (Bachelor or Masters), (iv) implement the KER in our Digital Twin and lab to demonstrate the impact of EV technologies, (v) attract new collaborations with industry and extend our collaboration with the Cyprus system operators, (vi) provide national and EU policy recommendations on EV charging control for grid support, (vii) publish white paper or position paper on EV charging control for grid support, (viii) obtain IP that may lead to licensing agreements. <p>Investigate licensing potentials or integration of the developed methods into active distribution management systems to commercial results.</p>
VTT	Verifying the adaptive EV charging algorithm operation through network simulations: The validated simulation models and algorithms will be further developed internally at

	VTT and in collaboration with academic partners. Results will contribute to publications and presentations at technical conferences. Potential for contribution to open-source simulation tools will be evaluated.
KNG	We want to use the framework in order to optimize grid operation. If the Framework has a positive impact we want to expand it to our grid. Furthermore a publication of a Paper at the CIRED is possible.
ERTICO	Not directly relevant (as ERTICO is not developing this result), but non-confidential knowledge relating to this KER (return on experience, lessons learnt, usage and user feedback) will be disseminated.

4.2.2 Other general exploitation plans by the partners

4.2.2.1 UNIVLEEDS

University of Leeds will exploit opportunities to create new research projects for PhD and MSc, strengthening collaboration with power engineering and computing.

4.2.2.2 UL

Business models will be developed by the University of Ljubljana later in the project, UL plans to make a scientific publication.

4.2.2.3 KLAG

The City of Klagenfurt would like to use the findings and tools developed in ePowerMove as input for strategic urban mobility and energy policies, and in the preparation of Smart City initiatives, particularly related to e-mobility and decentralised energy production.

4.2.2.4 FVH

The City of Helsinki would like to use the proof of concepts by the pilots of the ePowerMove project to accelerate building of the on-street EV charging network in the city. And enable V2G capabilities for the CPOs and the citizens, by building trust between the stakeholders and providing new business models based on learnings from ePowerMove.

4.2.2.5 VTT

VTT has planned several general exploitation pathways:

Co-designing charging technology based on users' needs: VTT will exploit the result in future national and EU-funded research projects. The insights will support user-centred design approaches and be disseminated via academic publications, policy briefs, and conferences to guide innovation based on actual user needs.

Results on user acceptance towards novel e-car chargers: VTT will use the findings in future research projects focusing on socio-technical integration of charging technologies. The insights will also inform stakeholder engagement strategies and be presented in scientific and industry-focused events to inform policymakers and industry.

Test bench for bi-directional charging (including interoperability testing) for AC charging:

Non-commercial: The test bench will be used in VTT's ongoing research activities to validate and refine technical solutions in upcoming projects.

Commercial: VTT will offer the testbed and associated testing services to customers in the e-mobility and energy sectors, supporting technology developers in product validation and compliance testing.

Affecting the current standardisation on bi-directional charging: VTT will contribute these findings to relevant international and European standardisation activities (e.g., through participation in IEC and ISO technical committees, and initiatives such as IEA HEV TCP Task 53). The results will also support future updates to interoperability and safety standards for bidirectional EV charging.

4.2.2.6 ERTICO

Promotion of good practice and experiences, business models, recommendations and guidelines to the ERTICO Partnership and the wider ITS community, including to industry, service providers and public authorities.

In later stages of the project, WP5 outputs on business models, regulatory recommendations to authorities, upscaling/market uptake modelling and guidelines to public authorities and industry.

5 CONCLUSIONS

This is a Preliminary Exploitation Plan which will be updated constantly during the ePowerMove project and will guide the exploitation activities. The ecosystem around EV and especially V2G charging is in a constant flux and during the project the learnings about the stakeholders, and their roles, will be taken into account and documented in the final D6.5 “Exploitation plan and business model” of the project (M41).

The structure of the document will most likely change in the next iteration, the Interim Exploitation Plan (D6.4, in M24). At this stage of the project starting the pilot site preparations and community engagement has been the main focus. The original milestone in the proposal for the first version of the plan was M18 (Interim Exploitation Plan), but the present deliverable was added during the Grant Agreement Preparation phase.

This preliminary plan defines the scope of the exploitation activities and provides coordination for the partners. It is a good start for building sustainable exploitation pathways for the consortium from the beginning of the project.