



My Electric Avenue: Project Publicity Requirements

Thank you for your enormous interest in the My Electric Avenue project. We understand that you may want to promote your community's involvement in the project and we would be delighted for you to do this, but please don't forget to follow our simple publicity requirements below:

Acknowledgements

All organisations and individuals that are taking part in the My Electric Avenue 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 My Electric Avenue
- Reference must be made to the project lead EA Technology
- If presenting at an event or putting anything in writing (for example a press release) please name all project partners: EA Technology, Scottish and Southern Energy Power Distribution, Nissan, Fleetdrive Electric, Zero Carbon Futures and Northern Powergrid
- Please make reference to the project funder through the following set of wording: My Electric Avenue has received support from Ofgem through the Low Carbon Networks (LCN) Fund.

Printed materials

All printed materials relating to the project will be supplied by EA Technology and approved by the project consortium. To ensure consistency, please don't make your own materials. Flyers and personalised letters are available from your project contact.

Press releases and community newsletters

We understand that you may want to promote your cluster to the local media, however we would ask that you ensure that you acknowledge the project's many partners and funders:

- Include a general message about the project:
My Electric Avenue is a project which is looking for ten 'electric avenues' of ten people or more for 18 months to trial a new technology. The project is preparing for when electric cars are commonplace by helping to understand the impact that charging will have on the electrical network. The project is led by EA Technology, and hosted by Scottish and Southern Energy Power Distribution.
- At the end of the press release please include the following wording:

The 'My Electric Avenue' project is the public identity for the Low Carbon Networks Fund Tier 2 project "I²EV." The formal title "I²EV" is used for contractual and Ofgem reporting purposes.

- Reference all project partners and funders (as listed above).
- Prior to circulating any press releases or providing a media statement about the project, please contact the team on 0151 347 2221 for approval.
- Please include the project logo. Contact the team for a copy.

For more information contact: Gill Nowell

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