

Zero Emission HGV and Infrastructure Demonstrator – Communications Process Update

As the programme continues to gather momentum over the summer and beyond, we wanted to share a quick update on our communications, messaging, and escalation processes.

This is a reminder that, as part of your grant agreement, any public-facing materials—such as press releases, event announcements, or other communications related to the programme—should be shared with Innovate UK through our communications front-door process (outlined below).

Thank you for helping us keep everything aligned and consistent as we move forward.

Programme Description for Use in Communications:

Use the following 'boilerplate' wording: ***“xxx project, part of the Zero Emission HGV & Infrastructure Demonstrator programme, is funded by the Department for Transport and delivered in partnership by Innovate UK.”*** We are comfortable with minor variations to be used in specific instances.

Logos:

- **'Funded by UK Government'** and **Innovate UK** logos (see below) should be used alongside other relevant logos for published material and social media. Logos need to be prominently displayed on all vehicles, charging infrastructure, and promotional literature (for instance on stands at trade shows). Please note that this is not an exhaustive list and please direct specific queries to the Innovate UK team. The logo must be visible with and without the trailer attached in case of the vehicle. Refer to your Grant Offer Letter (GOL) for more detail; a relevant extract of which can be found below.

Logos (high-res logo pack available on request):



**Funded by
UK Government**



**Innovate
UK**

GOL extract:

- | | |
|--------|---|
| 18.3 | In any online or printed materials related to activities funded by this grant, you must: |
| 18.3.1 | acknowledge the impact of Innovate UK funding in all communications |
| 18.3.2 | use the approved logo prominently as much as possible |
| 18.3.3 | use wording describing the support from the relevant challenge and Innovate UK in your communications |

Communications Notification Process:

- Kindly notify us of any planned activity as early (minimum of 7 days is expected) using the following link: [ZEHID Activity Notification Form](#)
- **ACTION:** Please add expected site go-live dates and other milestones, such as vehicle delivery, so we can amplify as appropriate. Please complete this for all infrastructure sites due to go live over the next 3 months.
- Use the form for published activity – which include company led social media posts.

Forward Planning:

- We welcome forward-looking discussions around communications strategy on an individual basis. This helps us identify opportunities for synergy and amplification.

Request a quote:

- For ministerial quotes, please email *Marco Barbato* <marco.barbato@dft.gov.uk>, *Graham MacGruer* <Graham.MacGruer@dft.gov.uk>, **and** *Margarita Vigrande-Ashe* <Margarita.Vigrande-Ashe@dft.gov.uk>, **and copy in** *Simon Buckley* <Simon.Buckley@iukbc.org.uk>, *Isabella Panovic* <Isabella.Panovic@iuk.ukri.org> **and** *Victoria Saunders* <Victoria.Saunders@iuk.ukri.org>.
- For Innovate UK quotes, continue to use the activity form: [ZEHID Activity Notification Form](#)

Ministerial Visits:

- Send visit requests to <Lilian.Greenwood_MP@dft.gov.uk> **and copy in** Graham, Margarita, Simon, Isabella, and Victoria as above. Do give as much notice as possible.
- If you haven't received a response within two weeks, feel free to follow up directly with Graham and Margarita.
- Note, ministerial availability is often confirmed at short notice. There is also an option to have a senior DfT officer in attendance.

Please direct any questions or clarifications to the Innovate UK team. We are more than happy to have a further conversation.