

Zero Emission HGV and Infrastructure Demonstrator Programme – Communications Process

As part of your grant agreement:

- Our logos need to be used on assets that have been funded.
- 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) before publication..

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

Logos:

- **'Funded by UK Government'** and **Innovate UK** logos (see below) should be used alongside other relevant logos. Our logos need to be prominently displayed on all vehicles, charging infrastructure, and promotional literature (for instance on stands at trade shows), etc ([get in touch](#) for clarifications). For a vehicle, logos must be visible with and without the trailer attached, e.g. placed on the side or the front of the tractor. For infrastructure, our logos should be clearly visible on the front of the unit, even if the infrastructure is not located in a public place (e.g. within a depot). This requirement comes from your Grant Offer Letter (GOL); a relevant extract of which can be found below.
- *Logos (high-res logo pack available on request, [email us](#) for a link):*



**Funded by
UK Government**



**Innovate
UK**

- *Grant Offer Letter 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

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.
- We need to be notified *before* you publish anything – see next page.

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.
- Use the form for any relevant activity – which includes 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>, *Henry Robinson* <henry.robinson@dft.gov.uk>, **and copy in** *Simon Buckley* <Simon.Buckley@iukbc.org.uk>, *Isabella Panovic* <Isabella.Panovic@iuk.ukri.org> **and** *Harsh Pershad* <Harsh.Pershad@iuk.ukri.org>.
- For Innovate UK quotes, use the activity form to request: [ZEHID Activity Notification Form](#)

Ministerial Visits:

- Send visit requests to <Keir.Mather_MP@dft.gov.uk> **and copy in** Henry, Simon, Isabella, and Harsh as above. Give as much notice as possible.
- If you haven't received a response within two weeks, feel free to follow up directly with Henry.
- Note, Ministerial availability is often confirmed at short notice. As senior DfT officer may also in attendance.

Please direct any questions to the [Innovate UK team](#).